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FERTILE FIELD ABROAD FOR U. S. BUS EXPORTS

Survey Reveals Territory Practically Untouched

Special A. D. N. Washington Bureau

WASHINGTON, Oct. 1.—All over the world a material interest has developed in the modern method of public transport by motor bus, according to the second report made public today of the survey conducted by the automotive division of the Department of Commerce.

In investigating actual motor-bus transport conditions over the world, the government sent guiding outlines for reports to all principal countries. The information so far received is very well worth while for all who are endeavoring to broaden their foreign sales that will appear in succeeding issues of commerce reports. The second article, covering some of the countries of Europe and Central and South America, is presented herewith.

The complete reports cover many phases of the subject, laws, regulations, prices, etc., not possible to include in the published articles; but these are available on application to the automotive division.

ARGENTINA

Motor bus transportation had its beginning in Argentina a little over two years ago. There are at present 450 buses in use in Buenos Aires with possibly 200 more in the provincial cities. There are more than forty lines operating in the city of Buenos Aires, connecting different railway stations with the principal centers of the city and with suburban points.

Standard bus and truck chassis are used, most of which are of American manufacture, of two-ton to five-ton capacity. Truck chassis are preferred, because they are better able to stand overloading. Some Swiss and German makes of chassis also are in use.

AUSTRIA

With the addition of 24 new lines during the current summer to the 41 lines now operating bus transportation in Austria will be provided mainly by the Austrian government and private companies and to a less extent by different municipalities. The total length of state operated lines will be approximately 1,100 kilometers. Private companies have 37 lines in operation.

Standard truck chassis in use consist of lightweight express types with pneumatic tires, and the ordinary heavy type with solid tires. Buses now in use are of German, Swiss, Italian and domestic origin;

(Continued on Page Two)

New passenger car registrations throughout the country, compiled for the week and month, will be found on Pages 6 and 7 of this issue.

ALFRED H. SWAYNE, chairman of General Motors Acceptance Corporation, who, upon return from England, strikes note of optimism for auto conditions both here and abroad.



TRUCKMEN FIGHT NEW WEIGHT LAW

Portland, Ore., Sept. 30.—An injunction against the Oregon Highway Commission to restrain enforcement of the new weight limit on the Columbia River highway has been filed in United States District Court by R. B. Morris, doing business as Morris & Lowther; H. E. Hewitt and Lew Luma-maker, doing business as the John Day Valley Freight Company; H. L. Livingston, doing business as the Bend Portland Transit Company and the Hood River Truck Line, Inc.

Action was taken for the Oregon and Washington auto freight associations. The Oregon law sets a 22,000-pound limit on all highways. On August 28 the commission reduced the limit on the Columbia highway, between the Multnomah county line and Hood River, to 16,500 pounds. The plaintiffs complain this was done without previous notice or consideration of evidence.

AERONAUTICAL EXHIBIT OPENS AT FORD AIRPORT

Special from A. D. N. Detroit Bureau
Detroit, Sept. 30.—The first public exhibit of aeronautical instruments, accessories, aviators' supplies and airplanes was opened yesterday at the Ford airport, where the first aeronautical exposition is being shown all this week. While the planes entered in the commercial reliability tour are covering their 1,000-mile flight, all types of flying are being shown at the airport. An air circus will be a daily feature, beginning tomorrow. Planes at the field were augmented today by the arrival of two big army bombers, a Curtiss and a Martin, both from McCook field.

WILL OPPOSE EXCISE TAX

Minneapolis, Sept. 30.—The Minneapolis Automobile Club started work today to bring pressure to bear on Minnesota senators and congressmen in opposition to the automobile excise tax. G. Roy Hill, secretary of the club, declares automobile owners have a splendid opportunity to secure relief if they act as a united body.

SWAYNE SEES BIG FUTURE FOR MOTOR INDUSTRY

Conditions Bright Both Here and Abroad, He Declares

NEW YORK, Sept. 30.—

"Generally speaking, the use of motor transportation in England is rapidly increasing; England has come to realize the value of the motor as a utility," said Alfred H. Swayne, chairman of General Motors Acceptance Corporation and vice-president of General Motors Corporation, who returned yesterday on the White Star liner Majestic.

"From present indications, there seems to be a great future for the motor industry abroad. Conditions are gradually getting better, trade is improving, budgets are being balanced, and all these things will favorably affect the motor industry. I understand that England has today about 600,000 motor cars, as compared with 250,000 two years ago.

"From the present outlook here in America, I cannot see any let-up in the motor situation for next year, and I think companies will continue to enjoy a great era of prosperity indefinitely."

Locomobile Plans Increased Output

Bridgeport, Conn., Sept. 30.—George E. Daniels, vice-president and general manager of Locomobile Company of America, Inc., announces the installation of a new 500-k. w. generator and uniflow engine in that company's Bridgeport, Conn., plant. All power used by the Locomobile company in producing the Junior Eight and the Standard Locomobile is now generated on that company's own grounds.

This improvement marks another important step in the reconstruction of the Locomobile plant to provide for quantity production on a popular priced car. The factory expects to be producing fifty cars a day beginning January. Present production is running from twenty-five to thirty cars per day.

Parts Distributors of Detroit Report Big Gain

Special from A. D. N. Detroit Bureau
Detroit, Sept. 30.—The extent to which prosperity is general in the automotive industry is revealed by a survey of the sale of parts by leading distributors. This indicates that business in the first nine months of 1924 is more than 40 per cent. greater than for the same period last year. Wholesalers report a heavy demand from dealers, who in turn state that the distribution of parts has drawn stocks lower than they were in the spring. The Automotive Parts Corporation, which handles more than

DAVID M. AVERILL, vice-president and general manager of Ajax Motors Company, who announces expansion program to take care of growing demand for new Ajax car.



ALLIS-CHALMERS FARM SALES GAIN

Milwaukee, Sept. 30.—Allis-Chalmers Manufacturing Company reports that improved conditions in the rural districts have had a beneficial effect on sales. The company has increased tractor sales about 86 per cent. over 1924, according to official, and the demand is expected to continue through this year and into next.

Electric business is about 42 per cent. of the total, it was said. The employment situation is good, there being 6,400 workers in the plant September 1, compared with 6,445 August 1 and 6,504 July 1.

Business, on the whole, shows a slight lull. It is believed the company will show a small decrease in unfilled orders as of October 1. Order books stood at \$10,885,000 September 1, a gain of approximately \$670,000 for the preceding month. Business on hand totals nearly \$11,000,000 and is the best of the year. Much of the business comes in small orders and the average is so regular that order books show a variation of less than 10 per cent. annually.

VETERAN GETS POST

Indianapolis, Ind., Sept. 30.—Sam F. Rule, who has been engaged in the accessory field for more than fifteen years, has been appointed manager of the M. & F. Accessory store here.

AJAX DEMAND PAVES WAY FOR BIG EXPANSION

Company Planning to Double Present Production Rate

RACINE, Wis., Sept. 30.—

The 5,000th Ajax car built in the four months since production was started left the factory here today, and with its shipment the company announced an expansion program which will eventually double the production capacity of the plant.

Production increases have been going on from time to time until the present volume necessitates plant expansion, and plans for the installation of additional and new machinery are being made at the present time.

Production during the past week has gone on at the rate of 112 cars per day and the factory is now several weeks behind in fulfilling advance orders. These orders, according to David M. Averill, vice-president and general manager, are coming from only one-fifth of the major cities that will ultimately handle the car.

Distribution of the four-month-old car is now nation wide, but many centers are being held back for their full quota of cars because of the practice of the company of limited production at the outset, he says.

"With the opening of new dealer points," declares Vice-president Averill, "factory production has been increased to meet shipping schedules, but the demand has grown in proportions greater than our present facilities can supply, so we have literally been forced to prepare for doubling production considerably sooner than our original plans called for."

The success which the new car is meeting in the field is most gratifying to Charles W. Nash, president of the Ajax Motors Company and the Nash Motors Company, who declares that while he felt that before actual production on the Ajax had begun, the demand for the car would be unusually heavy, he never anticipated that the public acceptance of his product would be so widespread.

Ford's Kansas City Plant Open

Kansas City, Sept. 30.—The Ford Motor Company's assembling plant here will reopen with a full force of 1,500 men tomorrow. The plant has been closed down since August 1.

With full production resumed the plant will turn out 450 of the new model Ford cars daily. It will be several weeks before the plant fills approximately 15,000 orders now on file.

The plant was closed down to prepare for construction of the new model Ford cars.

NEW SALES DIRECTOR

West Allis, Wis., Sept. 30.—Announcement has been made by the McFadden-Doering Motor Company of the appointment of F. A. Spilker as sales director. Mr. Spilker has been connected with McFadden-Doering, Chrysler distributors, since their organization.

FRENCH URGE HIGHER TARIFF

But Buying Public Sees
Lower Duty Tax as
More Beneficial

PARIS, Sept. 30 (U. T. P. S.).—Despite the fact that foreign cars imported into France have to bear a 45 per cent. ad valorem import duty, in addition to other shipping charges which total at least 10 per cent. more, a vigorous campaign is going on in the French automotive trade press for the increasing of tariff duties on foreign cars.

Naturally enough, those who clamor for higher duties are backed by certain of the French manufacturers, but there is a very large section of the public which has no sympathy with the high tariff group and maintains that a lowering of tariff is needed so that something like competition can develop on the now tightly bound French market and enable the French public to reap the advantage of lower price and standardized product which would result from the competition of American and British cars.

They point out that the poor condition of the French automotive industry is solely one of its own making and that if standardization of product and volume of output were attained, the French cars would not need to have the protection of high tariff rates, but could maintain superiority in their own markets because of the natural advantages which accrue to a domestic product.

As an example of the lack of standardization in the industry, they cite the cases of manufacturers who make in the same plant automobiles of 6, 10, 12 and even 40 horsepower.

French automotive manufacturers, the opponents of higher taxes maintain, are enjoying a practical stranglehold on the market, which only operates to stunt the growth of auto use in France, and thus "bites off their nose to spite their face."

Certain groups on the higher tariff side maintain that increased competition would mean the wiping out of smaller French manufacturers, but the low tariff group say that this possibility is outweighed by the good to be accomplished in the form of the increased use of autos in France. The present rate of growth of automobile use, they point out, is twice as slow as in England and twenty times as slow as in the United States.

Fertile Field Abroad For U. S. Bus Exports

(Continued From Page One)

there are no American-made buses in operation. Sales are usually made from manufacturer to user.

BELGIUM

Bus transportation has developed rapidly in Belgium since the close of the war, but hardly along lines that would interest American builders of bus chassis and bodies. There are about 400 privately owned buses in Belgium, of which the number per owner ranges from one to four. Most of these vehicles consist of a very light chassis equipped with a cheap bus body.

GERMANY

Berlin is the only German city having a public bus service on anything like a large scale. It is esti-

HENRY FORD watching the start of the Ford Aerial Derby at Detroit, in which his own ship was an entry. The Ford plane averaged 98.2 miles an hour. The aerial tourists are due back in Detroit Saturday.



To Map Export Program At N. A. C. C. Fall Meeting

NEW YORK, Sept. 30.—Planning for expected large increase of business in the foreign field, leaders of the automotive industry will map out export programs at the fall meeting of the National Automobile Chamber of Commerce, October 8.

John N. Willys and C. W. Nash are announced to take part in the discussion relating particularly to motor cars. M. L. Pulcher, president of the Federal Motor Truck Company, will outline the problems in the export marketing of motor trucks.

Among other officials on the program will be H. H. Hills, Packard; E. C. Morse, Chrysler; Percy Owen, Dodge Brothers; George E. Daniels, Locomobile; Sid Black, Cleveland; J. H. Dreihelbis, General Motors.

The meeting is preliminary to the Second World Motor Transport Congress to be held in New York, January 11-13, 1926.

The topics arranged for the October meeting include:—

A—What can be done to offset

sales resistance from high taxation on American cars abroad?

Under this heading will be discussed solutions for high taxation through change in engine design; foreign assembling plants; government policy; N. A. C. C. co-operation with government and change of policy in commercial treaties.

B—How can costs for delivering automobiles to foreign destinations be reduced?

Discussion will center on needs of according preference on export over domestic shipments to obtain greater turnover by dealer; elimination of boxing; facilitating of export service and general items entering into landed costs abroad.

C—How can credit facilities to encourage larger volume of exports be provided?

Discussion will take in developments for financing of wholesale export trade; obstacles in way of retail sales on time payments abroad; and general means for solving financial problems in exports.

D—What promotional work should be undertaken to stimulate demand abroad?

Proposals will be considered for stimulating of demand abroad through efforts of individual manufacturers and through co-operative efforts in motor transport congresses and other promotional activities.

5,000 at Brockton Automobile Show

Brockton, Mass., Sept. 30.—More than 5,000 people witnessed the opening of the Brockton Fair Automobile Show in this city today. The automobile building was filled to its capacity of 200 cars. Every available space was taken by automobile distributors and dealers from this district and Boston.

The Brockton Fair, which is the largest in the East, has the most elaborate automobile show in New England, except the Boston show held in March. In all there were about forty displays of the latest models of automobiles.

Some of the cars on display were: Packard, Paige-Jewett, Oakland, Oldsmobile, Nash, Ajax, Hudson-Essex, Jordan, Buick, Ford, Diana, Moon, Franklin, Studebaker, Flint, Stutz, Locomobile, Dodge, Rickenbacker, Durant, Star, Overland, Willys-Knight, Kissel, Davis, Reo, Chevrolet and Cadillac.

Auto and Gas Taxes Supporting No. Dak. Highways

St. Paul, Minn., Sept. 30.—Taxes on automobiles and gasoline are making North Dakota highways self-supporting, Gov. A. C. Sorlie said in St. Paul yesterday.

He is accompanied by members of the North Dakota Highway Department on an inspection trip of Minnesota's highway construction equipment.

"North Dakota now has about 150,000 automobiles and there is a strong demand by motorists for well-maintained hard gravel roads. They have signified a willingness to pay gasoline and license taxes to cover the maintenance. To this effect we are expanding the Highway Department to put North Dakota on a modern motor car era basis," declared Gov. Sorlie.

Stock Sizes of Grinders Reduced

Washington, Oct. 1.—Reduction from 715,200 stock sizes of grinding wheels to 255,800 was adopted at a general conference of manufacturers, distributors and users, held today under auspices of the Department of Commerce. It is estimated that there will be a saving of \$5,000,000 a year to manufacturer, distributor and user from the program.

It was pointed out by George W. Chormann of Niagara Falls, N. Y., that the simplifications proposed covered only six types of wheels: internal, cylinder, straight cups, flaring cups, dish wheels and double cups, of which there are made 414 existing shapes.

Among those who attended the conference were: S. H. Finley, Timken Roller Bearing Company, Canton, O.; Harry H. Gee, Dodge Brothers, Detroit; Charles F. Naas, Packard Motor Car Company, Detroit; F. W. Smith, General Motors Corporation, Detroit.

U. S. Exports to Japan Decrease

Special A. D. N., Washington Bureau

Washington, D. C., Sept. 30.—United States exports to Japan during the fiscal year ended June, 1925, totaled \$216,427,527, a drop of slightly over \$67,000,000, compared with the corresponding period of 1923-24, according to the Far Eastern Division, Department of Commerce. Apparently this indicates a marked slump, but in reality there is no cause for alarm. There was a falling off of automobiles and trucks of nearly \$6,500,000 during the 1924-25 period.

The bulk of this decline was in motor trucks and buses and was a result of the heavy over-importation shortly after the earthquake to meet the sudden abnormal demand for transportation and hauling facilities, owing to the temporary dislocation of the rail and trolley services.

Arrange Details For Detroit Races Sunday

Special from A. D. N., Detroit Bureau

Detroit, Sept. 30.—The second annual 150-mile auto race, to be held on the mile track at the state fair grounds here Sunday afternoon, October 4, is attracting a number of drivers. The Michigan Speedway Association, directed by State Representative Chester M. Howell of Saginaw, is in charge.

As in all races which the organization sponsors, the entry is open, with no barnstorming allowed, and cash prize money is up for the winners. The track has been built up on the turns to an angle permitting the cars to race at nearly top speed. The speedway has been

CHEMIST URGES FUEL ECONOMY

American Society Opens
Four-Day Symposium
On Motor Fuel

NEW YORK, Sept. 30.—Although there is no immediate indication of a shortage in crude petroleum in this country, resources are not being replenished as rapidly as they are being drained.

This was the warning sounded yesterday by K. G. Mackenzie, consulting chemist of the Texas Oil Company, speaking before the American Chemical Society in this city.

The society opened a four-day symposium devoted to motor fuel and oil conservation in a study of the nation's fuel resources. Meetings are being held in the Chemists' Club with Dr. C. O. Johns of the Standard Oil Company of New Jersey presiding.

"There is believed to be no immediate danger of exhaustion of crude petroleum in the United States, with a resulting cessation in the production of gasoline," said Mr. Mackenzie. "There are, moreover, enormous oil reserves elsewhere in the world, part of which, at least, will be available for our use."

"However, petroleum resources, both in this country and elsewhere, are not being replenished at the rate at which they are being withdrawn. The conservation of these resources is a subject worthy of serious consideration. Great strides have been made by the oil industry in increasing the percentage of gasoline obtainable from crude petroleum by means of cracking and actual losses, both in the production and refining of petroleum products, have been reduced to a very small figure."

"Future conservation is largely up to the consumer, by securing greater efficiency in the gasoline he uses, and thus reducing the consumption for a given amount of work performed. This can be accomplished by the individual consumer, first, by using less gasoline in his car, and second, by demanding of the automotive manufacturers that more efficient motors be manufactured."

Overland Co. Not To Open Big Plant

Elyria, Sept. 30.—A persistent rumor that the Willys-Overland Company would re-open its large plant in this city has been flatly contradicted in a letter received by the Board of Trade from the publicity department of the plant at Toledo. This communication states that the company has no intention of re-opening the factory which has now been closed for four years.

planed, combed for pebbles and small stones and has been given several coatings of heavy oil, to keep any dust down. Speed of from 75 to 90 miles an hour should be developed in the race. The entries close Thursday night at midnight and race headquarters has been established in the Fort Shelby Hotel.

Last year 15,000 people witnessed the first 150-mile race. This year plans have been made to care for an attendance of from 25,000 to 30,000. Except for the 500-mile contest on the bricks at Indianapolis, the event is the longest in distance in this section of the country.

MEDIUM PRICED USED CARS FIND STRONG DEMAND

BUFFALO, N. Y., Sept. 30.—A check of the used car markets today showed business for the week past apparently normal for the season, but more or less spotty. Most dealers feel that conditions are satisfactory, all factors considered, but one or two were pessimistic as to the future.

The weekly used car sales report of the Buffalo Automobile Dealers' Association just issued for the week ending September 19 showed total sales of 119 cars, amounting to \$63,700, of which 39 per cent. were open and 61 per cent. closed jobs. The average is \$535.29 which would seem to indicate rather a strong demand for the medium class of used car.

R. H. Willats, manager of the local Hudson-Essex Company, said that sales of used cars were steady for the season and much better than at the same time last year, which condition has prevailed since last spring.

H. H. Hale, general manager of the A. W. Haile Motor Co., said that about the same number of used cars is being sold this year as last, although the volume in dollars and cents may be less, for the reason that sales are running strongly either to the very low-priced or quite expensive car, with comparatively few sales of medium-priced used jobs.

Although business for the past week was quite up to the previous week, G. H. Shubert of the Nash Buffalo Corporation expects the month to close with a good week, and looks for a 20 to 30 per cent. improvement in used car sales for the month of October.

H. W. Prine, wholesale manager of J. A. Cramer, reports business last week exactly as good as the week before. The vacation period is now over, both for salesmen and buyers, and better business is expected during the weeks ahead. The salary of the average buyer ranges from \$1,800 to \$2,000.

PLAN INSURANCE FOR WESTCHESTER AUTOISTS

White Plains, N. Y., Sept. 30.—Prominent residents of Westchester county have incorporated the Westchester Mutual Casualty Company, which will be conducted under the supervision of the New York Insurance Department, and will insure only owners of automobiles who reside in Westchester county, so that it will be purely a home county corporation.

In a circular issued recently the directors stated: "We desire to impress the fact that the population of Westchester county is approximately 500,000, and that today there are more than 70,000 cars owned by residents of the county."

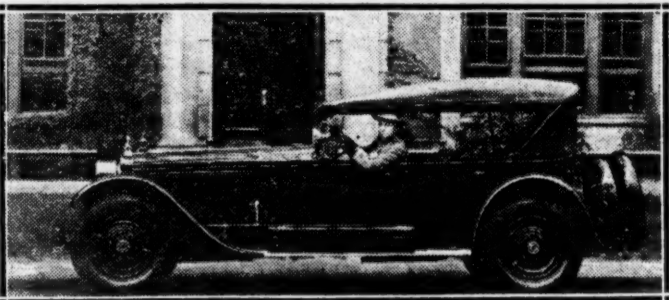
FLINT DEALERS VISIT PLANT AND PLACE ORDERS

Philadelphia, Pa., Sept. 30 (U. T. P. S.).—Sixty Flint dealers, comprising those in Philadelphia and adjacent territory, have returned from a trip to the factory at Flint, Mich. The dealers from this field have been especially successful, and on this occasion they placed orders for immediate delivery for upward of \$500,000 worth of cars.

NEW ESSEX DEALERS

Evansville, Ind., Sept. 30.—Contracts were signed during the past week by the Wabash Valley Motor Company, Hudson and Essex car distributor in southern Indiana, southern Illinois and western Kentucky for the opening of new firms, one at Olney, Ill., and one at Kupawau, Ky.

COL. WILLIAM MITCHELL USED THIS PACKARD to carry him from San Antonio, Tex., to the air service hearing in Washington, D. C., at which he is the central figure. Enterprising dealer awaited him at Waco, Tex., and filled the car with gas and oil and gave it complete inspection while the colonel snatched a bite of lunch. Col. Mitchell made the entire trip without mishap.



International Newsreel Photo.

Distributor Doings

ADD NEW DEALERS

Evansville, Ind., Sept. 30.—With the signing of two more dealer contracts the Bennighof-Nolan Company, Willys-Knight and Overland distributor, is represented at forty-four points in twenty-seven counties of southern Indiana, southern Illinois and western Kentucky, according to Henry Bennighof, wholesale department manager. The new dealers are the Princeton Auto Company, Princeton, Ind., and the Marvel Sales Company, Owensville, Ind.

TO DISTRIBUTE CHEVROLETS

Pendleton, Ore., Sept. 30 (U. T. P. S.).—Robert Simpson & Son have taken over the distribution of the Chevrolet in Umatilla county and part of Morrow county. A complete line of parts will be carried, according to Robert Simpson, head of the concern.

GETS JORDAN FRANCHISE

Memphis, Tenn., Sept. 30.—The John T. Fisher Motor Company, 963 Union Ave., has been appointed distributor of Jordan cars in this territory.

PACKARD CELEBRATION

Philadelphia, Sept. 30 (U. T. P. S.).—Packard, Inc., local distributor of Packard cars, with its territorial organization, celebrated its banner sales year with an outing at the Philadelphia Rifle Club, holding athletic contests of various kinds on the Reading Athletic Field which adjoins the club grounds. Ten employees received gold watches in recognition of ten years of faithful and unbroken service.

SEES BRIGHT OUTLOOK

St. Louis, Sept. 30 (U. T. P. S.).—R. C. Frampton, local Hudson-Essex distributor, says that he looks for one of the best seasons for automobile sales in years this fall. "The average motor car buyer believes that right now the best values ever offered can be obtained, and the buyer is obeying his impulse to buy the car he may have been considering for some time," said Frampton.

SPOKANE NASH SETS PACE FOR DISTRIBUTORS

Spokane, Wash., Sept. 30 (U. T. P. S.).—During the year ended September 1 the Spokane Nash Motor Company led in rate of sales increase the entire list of fifty-three district distributors of this make of car in the United States, according to Roy E. Dahl, manager of the local firm. The increase was nearly 300 per cent.

During the month of August the Spokane firm ranked second in rate of increase among the Nash agencies, the one leading for that month being Oklahoma.

OVERLAND APPOINTMENTS

Detroit, Sept. 30.—Hugh J. Gaulty has been made retail store and sales manager for Willys-Overland, Inc., at the branch at 4400 Woodward Ave. Charles Stead has been named as his assistant.

Prince of Wales Has Washington License

Olympia, Wash., Sept. 30.—Washington's social register of the "Four Hundred Thousand," wherein are written the names and other pertinent facts concerning those licensed to operate motor vehicles over state highways, discloses the fact that the Prince of Wales is now listed among the legally qualified motorists of this state.

Further inquiry revealed, however, that he who has honored Washington's motor vehicle records with his name is not to be confused with the popular heir apparent to the British throne, but is a native American Indian prince residing at Port Townsend, Wash.

PLANS \$123,000 GARAGE

New Haven, Conn., Sept. 30.—A permit was issued here today to E. M. Jennings for a brick garage and salesroom at 250 Whalley Ave. to cost \$123,000.

Sees Financing Important Phase of Auto Industry

CHICAGO, Sept. 30.—Retiring as president of the Central Automobile Finance Credit Association at the annual meeting last week, W. L. Githens of Githens Bros. Company, stated there was nothing more vitally important to the success of the automotive industry than the financing of the retail sales of the dealers in all makes of cars.

"Yet the financing end receives scant notice," said Mr. Githens. "It has grown to be of such magnitude that without it only 25 per cent. of the present sales would be possible. In 1916 only thirty-nine companies were engaged in automobile financing in the entire United States and the methods then employed were crude and incomplete. Today there isn't a city in the United States of more than 10,000 population but supports one or more companies."

"In Chicago there are more than 100 companies engaged in automobile financing, doing a business that is startling when reduced to dollars and cents. The new National Association of Finance Companies, comprising more than 250 companies and organized in Chicago on December 12, 1924, has an aggregate capital of approximately \$300,000,000, doing a business of more than \$1,000,000,000 a year."

"Much publicity is given the automotive industry concerning the magnitude of its business, but remove the financial support given by the automobile financial corporations and this business would drop off 75 per cent."

"During 1924, new automobiles were sold at retail in Cook county alone to the amount of \$5,796. This aggregated about \$133,789,586, of which \$99,102,193 was sold on the installment plan. Of this latter amount \$61,461,000 was carried on the financing company's plan."

"This amount included new cars

BUICK DISTRIBUTOR TO SPEND \$200,000 ON EXPANSION PROGRAM

Sioux Falls, S. D., Sept. 30 (U. T. P. S.).—The Pence Automobile Company of Minneapolis, distributor of Buick cars, will spend \$200,000 on an enlargement plan in South Dakota. The deals which aggregate this amount are announced today as follows: Purchase of a \$75,000 building for the Sioux Falls branch, contract for a \$65,000 new building for the Mitchell branch, erection of a \$60,000 building for the branch at Huron, and renewal of a lease on a \$25,000 building at Watertown.

Construction begins at Mitchell October 5, and at Huron, October 15. The enlarged scope of operations in South Dakota, President Harry E. Pence ascribes to the prosperous appearance of the farming districts of the state.

only, and does not take in a vast number of second-hand or used cars, which it is impossible to even estimate.

"Of the 65,796 new automobiles retailed in Cook county in 1924, 59,433 were made by fifteen manufacturing companies, and the balance of 6,363 were distributed among forty-two other manufacturing companies."

for Economical Transportation



Polished plate glass, clear and true, is used in both Chevrolet open and closed cars.

There are scores of such unusual quality features about which Chevrolet salesmen can talk convincingly. And that makes sales easier.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . . \$525	Coupe . . . \$675	Commercial Chassis . . . \$425
Roadster . . . 525	Coach . . . 695	Express Truck Chassis . . . 550
	Sedan . . . 775	

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New Cars for Old

WHEN the average car is consigned to the junk heap or its equivalent, approximately 75 per cent. of its mechanical parts are practically as good as new. In other words all the wear has taken place in about 25 per cent. of the parts.

This means that by substituting new parts for those which have suffered excessive wear, a practically new car would be obtained, with four or five years of potential service ahead of it. A car so treated would be entitled to the term "rebuilt." Rebuilding in this fashion is carried on in the type-writer field and in the sewing machine industry. To an extent it is also done by piano manufacturers.

The fact that body types have reached a reasonable degree of standardization makes rebuilding a practical method of increasing car service. At the present time a rebuilt 1923 model with a good paint job would differ little in outward appearance from a 1926 car of the same make and model. Its cost to the owner who had had a rebuilding job done would be about one-quarter that of the new vehicle.

Rebuilding motor cars is a development that will come. The present question is who is going to do the rebuilding? Will the individual dealer do it, enlarging his plant and equipment to handle the work? Will a new subsidiary industry grow up, specializing in rebuilding? OR will the manufacturing organizations of the automobile industry itself take care of the development when it arrives?

The Foreign Invasion

AN item of unusual interest appeared in the Automotive Daily News recently. This chronicled the arrival in this country of Emile E. C. Mathis, head of the French manufacturing company which builds the Mathis car, a little fellow with an engine turning up ten horsepower. Mr. Mathis is in this country to arrange for production here of this vehicle.

The very small car is likely to have its day of popularity within a short time. Whether it finds a permanent foothold here depends largely upon whether any substantial group of the American motor car buying public is going to accept the economic benefits of the small car in preference to the qualities it has grown accustomed to in the larger cars that are traditional here.

Sign Here

OF course you want the war-time excise taxes on motor vehicles and parts repealed. Every member of the automotive industry and every person who uses automotive equipment wants to see this class taxation wiped out. Then do your bit by signing the brief petition to Congress which is subjoined. Paste a sheet of paper below and have your employees and customers sign. When you have gotten all the names you can, mail the petition to the Automotive Daily News, 25 City Hall Place, New York city.

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

EXCISE TAX UP TO AUTO OWNERS

Charles Janes, A. A. A. Secretary, Sounds Appeal for Unity

Columbus, O., Sept. 30 (U. T. P. S.).—Charles C. Janes, secretary of the Ohio State Automobile Association and also secretary of the A. A. A., has issued a statement urging motorists to support the movement for the abolition of the excise taxes on automobiles. Among other things he says:—

"The fact is disclosed that although hundreds of manufactured articles have been relieved of special war-time taxes, the automobile purchaser is still paying on the average a special levy of \$28 on every new car he buys. In 1924, \$124,000,000 was collected through this special war tax. The motorists as a class paid 88 per cent. of the total collection by the Federal government from all of the war excise taxes which are still in force.

"Last year the association and its clubs obtained a reduction in the tax which meant a yearly saving of \$25,000,000 to the motorists. The only reason they did not get a larger reduction was because individual motorists failed to push the issue. Congressmen are more impressed with appeals from a million individual motorists than they are from an organization having a million motorists in its membership. If every member of the A. A. A. and all other motorists, who could use that \$28 for some other useful purpose, had written direct to their congressmen, there is no question in my mind but that the whole tax would have been eliminated.

"If this Federal tax is not done away with this year, the American motorist has only himself to blame. The investigation shows a huge surplus Federal revenues. There is an ample surplus on hand to make the needed reductions in inheritance, gift and income taxes so strongly pressed by the administration, and at the same time do away with all of the hang-over war taxes on automobiles, parts and accessories."

Cleveland, O., Sept. 30.—Motorists in the vicinity of Cleveland are urged by the Cleveland Automobile Club to lend their support to a national program calling for the repeal of the war excise tax on automobiles, which has been inaugurated by the American Automobile Association and which is supported in northeastern Ohio by the Cleveland Auto Club.

Motorists are urged to ask their senators and congressmen to vote for the repeal of this tax on the ground that there is now a surplus of \$350,000 available for tax relief. Last year, according to the A. A. A. bulletin, congress reduced the tax on accessories and parts from 5½ per cent. to 2½ per cent. following a vigorous campaign by the association. This netted motorists of the country a saving of \$25,000,000, but it was only a drop in the bucket compared to the saving that will be made possible if the excise tax is wiped off the books, the statement adds.

BEAVER, PA., AUTOMOBILE DEALERS OPPOSE EXCISE

Beaver, Pa., Sept. 30.—The Automobile Merchants' Association of Beaver valley today adopted a resolution as follows:—

"Be it resolved, that the associated automobile merchants of Beaver Valley, Pa., go on record as favoring the repeal of the present war excise tax on automobiles; and that copies of this resolution be sent to Congressman Thomas W. Phillips of this district, and to the Pennsylvania Automotive Association."

Reports of the automobile exhibits of the association at Beaver County Fair last week were read and declared highly satisfactory.

The Observer

What is the meaning of the August production totals?

Every one in the business, to be sure, knows that the falling off is due to the Ford shutdown. But what is the effect of that going to be?

There were 221,756 cars placed on the market in August. That was the lowest figure for the eighth month since 1921. In 1922 the number of motor cars turned out in August was 252,804; in 1923 the figure was 318,865; in 1924 the production for the month in question was 255,232.

When the September figures are available they will probably show a similar picture, because the Highland Park organization could not get back into maximum stride immediately.

There is much discussion on this situation. Those who realize the enormous detail involved in bringing out a new line of cars are not surprised at the delay. The real question is what the permanent effect will be, and how fall trade will react to the situation.

Two factors must be recognized: First, that for the first time in many years Ford is faced with close price competition. Second, that apparently many buyers have been waiting for the new models to appear.

The remainder of the business did an improved trade over July, but they did not get all the business that might otherwise have been done.

There is food for thought in this. Two hundred and twenty-one thousand cars were made for the market, when a normal demand would have indicated a need for at least 300,000. The value of an established name, the strength of a great dealer or-

AUTO EXCISE TAX DECLARED UNFAIR

Hartford, Conn., Sept. 30.—That the excise tax on automobiles was a war-time measure and should be removed is the opinion of Russell P. Taber, former president of the Hartford Automobile Dealers' Association, now director of the National Automobile Dealers' Association and president of Russell P. Taber, Inc., state Reo distributor.

"Every one in the automobile business recognizes that fact," continues Mr. Taber. "While the automobile has done more for the development and uplift of the country than any other agency, it is probably the most taxed article of all. It is taxed by the state and by the city, as personal property, and for the gasoline it uses, so that it provides considerable revenue. The results in our own town and state prove that. With a war tax on top of the rest it makes it a bit hard for all concerned. The purchaser of a motor car is just as much entitled to a release from war-time taxes as is the purchaser of other commodities from which the tax has been removed. The National Automobile Dealers' Association has done good work in an effort to have this measure repealed, and we are working through our local organization on our representatives in Congress. We hope for the best."

organization, the desire of a public educated to a particular product, held that part of the market in line until the goods were ready.

This is not peculiar to Ford. It is equally true of Buick, Studebaker, Hudson-Essex and other big names in the business who could, without doubt, step out of the picture for a month or two and still hold their place.

All of the light cars are getting better. All will find an increasing market. And all will require improved salesmanship due to competition.

Coming Automotive Events

SEPTEMBER

- 26-Oct. 3.—Oklahoma City, Okla. Annual State Fair and Exposition.
- 28-Oct. 3.—Hotel Winton, Cleveland. National Safety Council, Fourth Annual Safety Congress and exhibit.
- 28-Oct. 3.—Fresno, Cal. Fresno Motor Car Dealers' Association show in connection with fair.

OCTOBER

- New York City. Society of Automotive Engineers. Aeronautic meeting.
- 1-7.—Coliseum Bldg., Salt Lake City, Utah. Auto show at State Fair.
- 1-10.—Tulsa, Okla. International Petroleum Exposition.
- 3-13.—Buenos Aires. Pan Road Congress.
- 5-9.—Young's Million Dollar Pier, Atlantic City. American Electric Railways.
- 5-10.—Danbury, Conn. Auto show at State Fair.
- 7.—Tulsa, Okla. Mid-Continent Oil and Gas Association.
- 7-10.—Montreal, Canada. Motor and Accessory Manufacturers' Association. Fall convention.
- 8-17.—London, England. Olympia Passenger Car Show.
- 10.—Chicago. Chicago Automotive Trade Association. Used car show.
- 10.—Laurel, Md. American Automobile Association race, at Biltmore - Washington Speedway.
- 10-17.—Boston. World's Rubber and Tropical Exposition.
- 10-25.—Dallas, Tex. Dallas Automobile Trades Association show at State Fair.
- 12.—Salem, N. H. American Automobile Association race.

- 12-14.—Pittsburgh, Pa. Pennsylvania Automotive Association convention.
- 13-14.—Montreal, Canada. National Association of Automobile Companies convention.
- 17-Nov. 1.—San Francisco, Cal. Fifth annual California and Industries Exposition.
- 18-21.—Salonica, Greece. First annual sample fair.
- 20-30.—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department. Building show.
- 20-21.—Greensboro, N. C. Carolina Automotive Association meeting.
- 21-31.—Boston. American Welding Society.
- 24-Nov. 8.—Shreveport, La. Auto show at State Fair.
- 24.—Charlotte, N. C. A. A. A. race.
- 29-Nov. 7.—London, Eng. Annual truck show.

NOVEMBER

- New York City.—Society of Automotive Engineers, service engineering meeting.
- 5-7.—Chicago, Ill.—Annual convention and show.
- 7-15.—Sao Paulo, Brazil.—Automotive exposition.
- 9-14.—Chicago, Ill.—Convention and show, Automobile Equipment Association, Coliseum.
- 9-14.—San Francisco, Cal.—All Western Road Show.
- 12-13.—Philadelphia, Pa.—Society of Automotive Engineers, automotive transportation meeting.
- 12-13.—Des Moines, Ia.—Iowa Automotive Merchants' Association convention.
- 15-21.—New York City, Automobile Salon, Inc. Twenty-first Annual Automobile Salon. Hotel Commodore.
- 17-19.—St. Louis, Mo., National Tire Dealers' Association, convention.

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The Largest Exclusive Motor Manufacturer in the World

CAROLINAS NOTE ACCESSORY GAIN

Dealers Unable to Obtain Stocks of Seasonable Goods for Demand

Charlotte, N. C., Sept. 30.—The automobile accessories trade in North Carolina and South Carolina is having difficulty in obtaining sufficient stocks of seasonable goods.

While business in recent weeks has not come up to expectations, a marked improvement was reported by the several large jobbers whose reviews of trade conditions were obtained.

The dealers in this territory appear to be generally in good positions financially, and the jobbers reported that orders are including a wide range of items, with few, if any, items standing out. Business is expected to become steadily better until December.

All prices are firm and it was understood here that the manufacturers as a rule are unable to fill orders promptly, though only short delays are being experienced. This condition, however, is the basis of some reports that jobbers, and consequently, dealers' stocks are below normal and in a somewhat "ragged" condition. Credit conditions are improving, though the upward swing in collections began only a short time ago, after a period during which there was a marked dropping off in collections.

Conditions as regards the two states as a whole are mixed, with the eastern section in each state being the more favored, because of unusually large crops. The manufacturing and agricultural industries of Piedmont, S. C., and western North Carolina have been struck severe blows by an almost unprecedented drought, with approximately 300 cotton mills being forced to suspend two days each week, in compliance with a power conservation program.

Budd Co. Plans Detroit Factory

Philadelphia, Pa., Sept. 30 (U. T. P. S.).—The Edward G. Budd Manufacturing Company, said to be the largest maker of all-steel automobile bodies in the world is extending its activities to the Middle West. The company, through the Edward G. Budd Realty Company, recently organized, is erecting in Detroit a large plant for upholstering and finishing a substantial proportion of its bodies made in Philadelphia. It will employ 2,500 hands in Detroit. The building will have available for working purposes 336,540 square feet of floor space. It is being erected on a tract of eleven acres and will be four stories high, 725 feet long and 100 feet wide and will cost approximately \$1,500,000. In the eight months ended August 31, the Philadelphia works produced automobile bodies valued at \$14,642,708.

RADIATOR COMPANY MOVES

Topeka, Kan., Sept. 30.—The Topeka Radiator Company is moving from its present location, 627 Quincy St. to new and larger quarters at 521 Quincy St. Alterations and installation of new machinery incident to the removal will cost approximately \$10,000.

J. H. NEWMARK, INC.
FISK BUILDING
250 W. 57TH STREET
NEW YORK

Specializing in
Automotive
Advertising.

NEW PASSENGER CAR REGISTRATION

The following table presents new car registration figures for states in which this information is available. In many instances state authorities registration table below will supply information where the weekly figures are not available.

	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Edsel	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissel	Alabam
Alabama				1			3					2				10									Alabam
Arkansas	4			31	1		111	20				48		24	4	123				13					Arkans
Kansas	2			44	2		143	46	3			2	62	1	71	2	133	1	2		33	6	7		Kansas
Maryland	4		3	71	5	3	188	40	5			51	1	26	6	97	2	1		28	6	9	3		Marylan
Montana				18			61	16	3			17	2	10	5	64		1		10	2	2			Montan
Nebraska	3			58		2	162	33				67		24		469		1		22	3	5			Nebras
N.H'mph'r				19	2		17	4	1			8		14	1	22				6	2				N.H'mp
N. Mexico				13			7	3				7				4									N. Mexi
N. Dakota				38	1		102	32				15		29		117				1	12	1	2		N. Dako
Oregon	2		1	23	1		117	27	1			40	1	19	2	180	2	2		13	7	4	2		Oregon
Rhode Isl.			1	27	2		14	25		1	2	14		20	4	30	2			9	3	7	1		Rhode
S. Carolina				25			49	4				15		24		138	1			8	2	3			S. Carol
S. Dakota				49	1	4	111	19				33		21	2	351	3			8	9		1		S. Dako
Texas	1		1	72	2		348	89				114	6	21		1206	3	1		78	6	3			Texas
Utah	5			16		1	39	5				12	1	16		26	1			1	5	1	6		Utah
Wash'gton	3			42	6	2	108	37	2	1		30	2	55		68	5	1		16	5	7			Wash'g
W. Virginia	2			30	1	3	119	25	4			39	5	16	3	78	4	1	2	18	5	12	1	2	W. Virg
Wyoming				13	3		50	3	2			24		6		199	1				3	3			Wyom

LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures are those

	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Edsel	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissel	
Alabama				47	3	6	142	32	3			114		55	1	1693	1			36	11	3			Alabama
Arizona				56	6	4	163	29	4			90	2	35	1	401	1	3		37	7	14			Arizona
*Arkansas	3			71	13		279	61	5			179	1	57		2022	3			34	27	3	1		Arkansas
California		5	34	714	96	86	2736	548	84		8	1391	39	1136	98	5424	72	21	5	901	203	445	42	13	California
Colorado			1	149	6	7	508	80	5			252	9	108	15	1209	3	17	3	68	14	29	1	1	Colorado
Conn'ticut			19	340	47	10	487	203	20	3		260	12	259	43	1100	22	9	1	178	112	54	7	6	Conn'ti
*Delaware	1			20	4	1	39	12				21		22	1	169	1			18	3	1			Delaware
Florida				181	47	11	541	153				364		269	28	3790				166	188	65	46		Florida
Georgia				65	5		137	37				98	1	40	18	1286	10			28	19	6	1		Georgia
*Idaho	4			53			248	25				103	2	46	3	553	1			26	19	26			Idaho
*Illinois	95	6	56	627	118	37	1928	872	57	9	26	944	14	622	100	4686	31	17	11	405	203	191	45	10	Illinois
Indiana			4	62	260	10	1162	342	25	8		513	9	457	13	4314	14	11	1	191	98	87	13	10	Indiana
*Iowa	2			6	390	18	12	1345	260	8		436	8	300	21	3360	7	14	6	164	40	62		5	Iowa
*Kansas	5			180	9	3	465	167	10			277		209	5	2738	3	4		93	47	17	1		Kansas
*Kentucky	7		4	121	12	9	498	102	9			256	1	127	10	1580	7		4	101	28	31	3		Kentuc
Louisiana		1		90	9		240	52	1			259	11	51	33	3144	3			51	11	7	6		Louisia
Maine				91	22	6	125	28	9			59		78	1	391	4			44	10	15	2	1	Maine
*Maryland	8		3	199	15	14	571	145	9	2		170	2	117	30	974	7	5	1	115	31	31	6		Marya
*Mass'setts	12	6	15	460	63	61	563	377	58	4		322	19	627	56	1864	21	6	5	461	58	96	30	6	Mass'se
*Michigan	23		13	2072	130	12	1825	926	41			624	9	879	111	3234	5	1	12	574	87	160	8	8	Michig
Minnesota			6	135	3	4	660	66	3			190	2	243	1	3137	3	12	3	67	28	25	1	3	Minnes
Mississippi																									Mississ
*Missouri	13	1	13	341	21	20	1091	173	22			498	6	250	22	5593	20	21	1	154	71	52	6	3	Missou
*Montana				50	3	2	296	59	29			105	7	57	9	568	7	3		47	6	27			Montan
Nebraska				95	6	2	243	28	1			131	3	59	5	1951	2	1	1	27	8	16			Nebras
Nevada																									Nevada
N.H'mph'r			3	103	4	6	81	39	3			30		73	3	301	6	1		37	4	17	1	1	N.H'mp
New Jersey				47	3		63	21				41		12	1	364				9	4	3			New Je
*N. Mexico																									New M
*New York			96	844	125	94	2695	871	216	15		1173	25	1076	150	5281	113	30	23	792	225	349	69	9	New Y
N. Carolina				87	6		396	67	2			244	5	167	4	3707	11			1	149	16	6	3	N. Car
*N. Dakota				51	2	2	178	54	3			37		26		1116				2	13	10	13		N. Dal
Ohio	1		36	327	25	49	1610	437	131	9		747	18	567	45	4153	35	21	6	323	130	162	33	10	Ohio
*Oklahoma				271	28	2	1152	128	8			591	1	191	7	6315	8			137	61	34	7		Oklaho
*Oregon	9	1	4	119	12	5	514	120	8			174	9	158	5	779	15	6	1	56	28	38	2		Oregon
*Penn'vania	7	4	60	945	101	151	2649	1262	183	1		1104	19	836	126	5153	98	40	8	668	222	315	75	2	Penn'v
*Rhode Isl.			5	102	17	11	92	142	6			63		63	3	234	1	4		58	17	24	4	1	Rhode
*S. Carolina				41	3		111	31				77	2	49	3	1647	1			50	9	14			S. Caro
S. Dakota	1			76	2	4	228	38	6			89		91	2	1128	1	1		22	27	13			S. Dako
Tennessee																									Tennes
Texas	1		2	359	44	5	1324	167	9			770	18	244	28	8888	17	14	10	203	105	32	9		Texas
*Utah	10			89	6	4	202	43				57	2	55	1	339	1			1	39	10	17		Utah
Vermont		1		88	5	4	121	42	3			40	2	63	2	244	4			40	1	19			Vernon
Virginia				151	12	12	707	93	23			258	7	123	24	3248	6	2		90	63	37	5		Virgini
Wash'gton				106	13	12	500	108	28			157	10	188	10	902	9	3	5	86	42	33	1		Wash'g
*W. Virginia		2	5	106	5	11	410	110	12	2		176	18	65	13	1356	9	3	8	54	22	56	4		W. Vir
*Wisconsin	59		8	370	12	10	850	264	29	6		198	6	271	10	2277	6	3	2	157	22	52	15	21	Wiscon
*Wyoming	1			35		1	207	32	14	1		89		12	1	310	1			2	15	7	19		Wyomi
*Dis. of Col.	2			129	12	5	240	61	3			62	1	66	9	436	1	1		32	41	18	1		Dist. of

REGISTRATION FOR WEEKENDED SEPT. 19, 1925

have thrown open their records to representatives of the Automotive Daily News, although this has not been done in the past. The monthly

	Lincoln	Marmion	Moore	Nash	Oakland	Oldsmobile	Overland	Packard	Palm	Pontiac	Pierce-Arrow	Reo	Rickenbacker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Vette	Wills	Wills St. Claire	Willis-Knight	Miscellaneous	Totals
Alabama																								16
Arkansas	3		1	17	1	5	23		2				1		48		42						4	529
California	3			12	8	7	33		1	1			2		58		39			1		8		733
Colorado	1	3	1	29	6	4	34	7	1	4	1	1	7	1	28		32	1	1	1	13	2		719
Connecticut				6	3	7	28						1		24		17					3		300
Delaware				6	4	11	29	1					4	1	43		22		1			8		979
District of Columbia				9			10	2			2		1		7		5		1			2		135
Florida															6		3							
Georgia				3	2	11	51						1	5	37		10					5		475
Idaho	2		5	12	18	2	26	6					1	2	70		22		2	1	15	1		629
Illinois	1		5	8	8	11	10	5			2	5	5		5		9		2		6	4		248
Indiana				9		2	2	2							7		20					2		313
Iowa				13	17	7	49	1	4			1			20		21		3			3		791
Kansas	12	1	3	56	10	3	72	18	2	1	5	12	4		119		89					48	1	2307
Kentucky			2	7	2	1	11	5			2	1	1		17		12					4	2	202
Louisiana	1		1	17	9	10	22	4	1		2	1	1		46	2	37		3			17		
Maine	2		1	8	14	15	22	3	4				4	1	43		41			1	6	5		540
Massachusetts				4	3	3	8						2	1	5		11		1		1			352
Michigan																								
Minnesota																								
Mississippi																								
Missouri																								
Montana																								
Nebraska																								
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Rhode Island																								
South Carolina																								
South Dakota																								
Tennessee																								
Texas																								
Utah																								
Vermont																								
Virginia																								
Washington																								
West Virginia																								
Wyoming																								
Dist. of Col.																								

REGISTRATION STATISTICS

of July, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee, registration figures are not available at this time.

	Lincoln	Marmion	Moore	Nash	Oakland	Oldsmobile	Overland	Packard	Palm	Pontiac	Pierce-Arrow	Reo	Rickenbacker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Vette	Wills	Wills St. Claire	Wills-Knight	Miscellaneous	Totals	
Alabama	4	1	1	20		5	29	9				1	3		13	1	43					15	15	2307	Alabama
Arizona	1		8	28	10	27	56	9				6	2		79		89				20	9	1197	Arizona	
Arkansas	6	7	5	29	16	38	113	2	1	1	1	1	3		194		95		1		14	13	3293	Arkansas	
California	53	46	102	367	245	244	457	285	26	43	45	83	113	20	1671	8	542	12	31	11	276	152	19226	California	
Colorado	4	6	1	53	17	38	101	26	1	4	6	12	15		337	2	125		9		37	20	3299	Colorado	
Connecticut	16	9	14	106	80	52	186	78	3	6	35	55	12	2	49	5	222	3	9	15	79	65	4293	Connecticut	
Delaware				9	9	2	14	14	1		4	1			9		24			1	5	4	410	Delaware	
Florida	63	33	18	146	94	67	344	28	10		11	37	43		127		388		11		233	53	7555	Florida	
Georgia	5	3	1	30	10	9	29	20			1	3	2	1	13	5	46			1	12	6	1948	Georgia	
Idaho				19	19	31	88	6				3	8	1	161		45		2		17	3	1512	Idaho	
Illinois	52	16	56	642	293	81	752	242	32	25	31	106	69	13	432	6	759	24	52	10	366	115	15270	Illinois	
Indiana	11	11	27	181	106	188	638	50	4	2	6	33	24	8	164		415	11	19		107	68	9688	Indiana	
Iowa	3	2	8	103	61	69	355	46	2	4		21	21		238		176	1	32	1	84	25	7716	Iowa	
Kansas	2	1	2	69	76	22	162	4		3	2	11	3		182	1	120				35	22	4950	Kansas	
Kentucky	8	1	8	67	44	28	166	18	1		1	12	4	1	143		131	1			50	16	3610	Kentucky	
Louisiana	8	1	7	73	1	23	78	13	2		3	13	3	1	52		132				25	2	4406	Louisiana	
Maine	4	4	1	28	5	13	57	20	5	3	6	7	13		10	3	40	2	5		1	16	1130	Maine	
Maryland	3	7		113	15	17	123	34	5	17	8	5	15	8	109	2	131	1	4	1	58	32	3163	Maryland	
Massachusetts	16	21	23	357	60	45	243	98	19	30	60	96	32	8	86	10	285	3	32	14	66	117	6911	Massachusetts	
Michigan	54	12	14	409	616	178	530	134	17	25	11	63	53	4	363	2	410		4	21	146	56	13876	Michigan	
Minnesota	2		11	38	62	47	253	24			1	13	7	2	98	1	104		11		47	24	5334	Minnesota	
Mississippi																									Mississippi
Missouri	17	6	56	141	71	50	267	58	3	8	15	31	14	3	237	3	236	3	15	6	70	35	9737	Missouri	
Montana				44	20	41	100	5	2		2	4	7	2	70		68			6	24	9	1679	Montana	
Nebraska	6	1	1	18	12	18	86	9	1			3			76		69		6	1	22	19	2928	Nebraska	
Nevada																									Nevada
New Hampshire	3	1	15	10	10	61	10	1	2	3	17	1			25		46				9	24	951	New Hampshire	
New Jersey																									New Jersey
New Mexico			1	5		3	5	2			1	1	2		33		27				2	1	651	New Mexico	
New York	50	47	53	544	316	289	1324	272	27	64	75	195	63	13	391	17	889	3	35	15	404	202	19557	New York	
North Carolina	2			69	15	33	63	10	1		1	9			1	33		91		2		25	4	5232	North Carolina
North Dakota				16	16	20	86	3	1			1	1		43		19		2		15	2	1732	North Dakota	
Ohio	30	7	64	253	157	159	690	69	12	35	13	56	60	10	203	19	458	8	13	17	280	123	11615	Ohio	
Oklahoma	16	5	9	141	41	20	289	34	6	2	5	12	2	3	295		176	1	1		74	38	10111	Oklahoma	
Oregon	4	1	19	41	53	30	146	32	1	1	1	3	19	3	326	1	128		8	2	66	16	2964	Oregon	
Pennsylvania	33	29	40	645	338	273	1039	297	32	65	60	70	128	23	502	8	1050	8	20	17	411	226	19363	Pennsylvania	
Rhode Isl.	6	1	24	31	13	23	38	21	5	8	7	13	5	4	6	2	65	2	7	4	23	32	1187	Rhode Isl.	
South Carolina	3			22	1	7	9	9				2			30		46		2		5	7	2181	South Carolina	
South Dakota	1			37	12	43	129	7				6	1		54		43		2		10	8	2082	South Dakota	
Tennessee																									Tennessee
Texas	25	7	27	198	68	64	419	52	6	29	13	21	17		324		427		6	2	130	66	14150	Texas	
Utah	2		8	44	13	40	47	17	1		6	5	12		107		41				12	9	1240	Utah	
Vermont	1	2	1	17	15	7	52	5	3		1	8	2		24		27		1	1	10	12	868	Vermont	
Virginia	3	9	3	58	21	37	166	24	2	6	1	7			1	99		140	4	2	1	65	41	5551	Virginia
Washington	4	2	4	62	44	90	135	35	3		4	9	7	2	293	2	143	1	17	1	61	46	3178	Washington	
West Virginia	4	1	3	63	26	61	147	25	10	4	1	8	6	2	185	1	136		1	2	31	29	3193	West Virginia	
Wisconsin	11	4	15	284	80	68	286	42	4	6	4	16	16	4	139	5	213	2	15	1	85	45	5993	Wisconsin	
Wyoming	1		1	28	10	15	36	7	1		1	1	2		60		36		1		14	9	970	Wyoming	
Dist. of Col.	8		3	94	7	16	48	30	1	17	2	9	8		10	3	62		2		43	11	1498	Dist. of Col.	

Chicago Tire Dealers See Busy Season Ahead

CHICAGO, Sept. 30.—Increases in business from 25 to 75 per cent. for the month of September over the corresponding month for last year are reported by representative tire dealers and distributors in Chicago, with a similar increase generally shown in the current week's business over the preceding week.

The survey also shows that of the total tire sales for the period balloons constituted a one-fourth average. The dealers generally are agreed that fall prospects are promising.

Among the high pressure tire sizes in greatest demand the dealers list the 30 x 3½, 32 x 4 and 33 x 4½. The popular sizes among the low pressure or balloon tires are the 29 x 4.40 and 33 x 6.00. Sale of tubes is almost universally reported as being very good.

"I am wondering myself what the prospects for fall business seem to offer," says W. Levene Walters, president of the Walters Auto Supply Company of 1460 South Michigan Avenue, distributors of Kelly-Springfield tires. "Although our business during the past week dropped behind that of the week preceding, the month's business was double that of the same month last year. Twenty per cent. of our tire sales were balloons and 80 per cent. the high pressure pneumatics. Our stock at present is three times that of last year at this time. The advance in prices has stimulated sales."

"Our big trouble right now seems to be getting popular sizes in enough quantities from the factory," says L. P. Colt of the Allen Supply Company at 1610 Michigan Ave., distributor of Goodyear tires. "Fall business prospects look promising with the buyers apparently satisfied in spite of the advance in prices. We have a normal supply of stock on hand in about the same quantity as a year ago. Sales for the past week were 25 per cent. ahead of the preceding week with the month's business more active and bigger than for the same period last year."

A 50 per cent. increase in the current month's business over the same month for last year, and a 75 per cent. increase for the last week over the week preceding are reported by R. E. Kopman of Kopman Bros., at 2011 South Michigan Ave., wholesale and retail distributors of Firestone tires.

"One-third of all our sales are balloon tires, due largely to the fact that many of the drivers need new treads for the winter," says Kopman. "Sales of tubes are very good, due to the increase in tire prices. Fall business prospects look fine."

One leading distributor reports a 60 per cent. increase in business this month over the same month for last year, with a 50 per cent. increase during the last week over the week preceding. Balloons constituted 40 per cent. of all tire sales. The price situation has hampered the sale of high pressure tires but has not affected balloons because of their newness.

General business increases at the rate of 25 per cent. are reported by D. Laskey, president of the Universal Tire and Rim Company, at 1917 Michigan Ave., handling the Michelin tires.

"One-third of our tire sales have been balloons," says Laskey. "Business this fall should be better after the gyp dealers get rid of their stocks and are forced to sell at the current market prices. Underselling is hampering some of the dealers at present."

Practically all of the reports received indicated an increase in stock at the present time over the same season last year. The Walters Auto Supply Company reported a stock three times that of last year. Other increases varied from 20 to 30 per cent., reports indicated.

NEW INVENTION IN TIRE FIELD

Hermann Roll-Up Table Saves Labor's Costs, Inventor Claims

Akron, O., Sept. 30.—W. H. Hermann, president of the Hermann Tire Building Machine Company of Lancaster, O., has just announced the Hermann roll-up table for the assembly of fabric used in tire building. The many practical and mechanical advantages claimed for the table were developed and patented by Mr. Hermann.

The inventor is a specialist in developing special devices for tire manufacturing machinery to reduce physical operations and labor costs. He claims the new table is equipped to center and smooth the liners automatically, and no re-rolling of the liners is required.

Friction is said to be avoided by rolls on the table and the operator is relieved of the watchfulness ordinarily required. The table can be used in the assembly of cord fabric for the single ply or drum method of building tires, and is adaptable to any width of liner material, it is said.

Giant Tire Co. Plans Expansion

Findlay, O., Sept. 30 (U. T. P. S.).—C. E. Hart, president of the Giant Tire and Rubber Company, announced today that the business of that company had grown so during the first nine months of 1925 that the company is preparing plans for an addition to the present plant 200 by 80 feet and that the contract for the construction will be awarded upon completion of these plans.

The new plant will be modern in every respect, fireproof and equipped with the best of tire and tube-making machinery. The output of the factory will be increased at least 30 per cent. by the new building and the company is planning an extensive national advertising campaign during 1926.

May Exhibit at Phila. Exposition

Akron, O., Sept. 30.—Thomas M. Eyon and Axel Maim, representatives of the Sesqui-centennial International Exposition to be held at Philadelphia next year, were in Akron Friday to discuss with rubber officials the possibility of local exhibitions. The exposition will commemorate the 150th anniversary of the signing of the Declaration of Independence.

An exhibition of lighter-than-air craft by the Goodyear Tire and Rubber Company is possible.

BUYS DEFUNCT TIRE COMPANY FOR \$30,000

Centerville, Ia., Sept. 30.—The Centerville Tire and Rubber Company has been purchased by W. H. Pesar of Amarilla, Texas, for \$30,000 and the plant will be removed south. The sale included the building and the entire outfit of the once prosperous industry, which succumbed to the post war depression. A bondholders' committee negotiated the sale.

CALIFORNIA REGISTERS INCREASED AUTO SALES

San Francisco, Sept. 29 (By U. T. P. S.).—For the fifth consecutive month California has shown a healthy percentage increase in the sale of passenger cars and

trucks in comparison with the like month a year ago.

The first three months of the year registered decreases amounting to 20, 16 and 8 per cent., respectively. Starting in April the increase amounted to 9 per cent., May and June both showed 22 per cent. increases, July had 31 per cent. and August had 24 per cent.

ITALY EXPORTS MANY CARS

Rome, Sept. 29.—Italian automobile production for 1924 was 35,000 cars, about one quarter of which was exported, according to figures now available.

Principal buyers were: England, 2,490 cars; Switzerland, 1,740; Australia, 1,623, and Spain, 1,271.

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- NEWS OF INTEREST TO MANUFACTURERS, JOBBERS AND DEALERS
- NEW FINANCE, ACCOUNTING, PURCHASING AND TRAFFIC IDEAS
- TABLOID REPORTS OF SALES THROUGHOUT THE COUNTRY
- NEW CAR AND TRUCK REGISTRATIONS IN EVERY STATE
- PARTS, TIRE AND ACCESSORY INFORMATION
- CHASSIS AND BODY DESIGNING
- FACTORY SELLING METHODS
- ENGINEERING DEVELOPMENTS
- RETAIL SALES HELPS
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Name

Street

City State.....

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ROCHESTER TAXI INTERESTS FIGHT CITY BOND LAWS

ROCHESTER, Sept. 30 (By U. T. P. S.).—A fight by the taxi interests against the city bonding law has been started in the courts. A temporary injunction has been issued restraining the city from further action until the test case, watched by 250 drivers, is argued and judicially settled.

Alleging that the taxicab ordinance passed by the Common Council in June, 1922, is burdensome and discriminatory against small taxicab operators, and at the same time unwarranted and unconstitutional, Frank M. Campbell, who owns and operates his own cab, has obtained from Supreme Court Justice Adelbert P. Rich a temporary injunction restraining Chief of Police Joseph M. Quigley from interfering with him in the operation of his cab.

This, a test case, will be watched not only by local taxi interests but by taxi concerns in every city in the state because of its influence upon future local ordinances.

The suit is based on the contention that the city ordinances are in duplication of a state law, passed in 1922, which requires that a certificate of insurance or a bond for \$2,500 be filed for each taxicab operated in the state.

This bond is to secure payment for any judgment for personal injuries or death claims and as a guarantee that all laws and ordinances will be observed. One city ordinance requires owners of taxicabs to file a bond for \$500 with the city clerk to cover any damage that may be done to city property. The fee for this bond is \$10.

Another ordinance requires each driver of a taxicab to file a bond of \$50 as a guarantee that all state laws and city ordinances will be observed. The fee for this bond is \$5. Campbell complied with the state law by insuring for \$2,500 but refused to file the bonds required by the city. He was denied a license to operate and drive his taxicab.

FLORIDA TAXI MEN ORGANIZE

Jacksonville, Fla., Sept. 30.—Florida cab operators from practically every city in the state were present as guests of John Hertz, president of the Yellow Cab Company of Chicago, at a dinner held here for the purpose of organizing the Florida Association of Cab Owners. The organization was perfected at the meeting and the officers elected were: F. M. Bewsher, Tampa, president; P. M. Hopkins, Jacksonville, vice-president; and E. W. Hogle, Winter Haven, secretary-treasurer. Uniform rates, better service and a state body to work for the interests of all Florida cab operators was the purpose of the organization.

Present at the dinner were: P. M. Hopkins, Van Boney and Guy Marvin of Jacksonville; F. M. Bewsher, Tampa; R. C. Herndon, Mobile; Mr. and Mrs. George W. Bennett, West Palm Beach; Vincent Lowe, Sarasota; D. L. Rand, Pensacola; Herbert Miller, Palatka; George W. Williams, Orlando; Mrs. C. H. Green, De Land; J. Davis, Daytona Beach; Russell Wilbur, Bradenton; E. W. Hogle, Winter Haven; and H. C. Grossman of the legal department of the Yellow Cab Company.

The meeting was in charge of H. T. Kessler, vice-president of the Yellow Cab Manufacturing Sales Corporation; E. J. Irvine, Florida representative, and A. H. Murphy, special representative.

The association will hold its next meeting in Orlando, October 2.

NEW MOTOR BUS TERMINAL in Indianapolis, said to be the largest in the world. Its cost was well over \$200,000, and the structure was the first built for the exclusive housing of buses.



Sees Rapid Growth Of Bus and Air Lines Abroad

Minneapolis, Sept. 30.—Commercial transportation companies in Europe today are utilizing air, rails and highways to accommodate travelers and development of air and bus transportation is more rapid there than in the United States, is the view of Horace Lowry, Minneapolis, president of the Twin City Rapid Transit Company, who has returned from a summer's tour abroad.

He said he was particularly impressed with development of bus and airship modes of travel. "I covered many miles in Europe in large, beautiful air carriers," he said. "The air is being used more and more for carrying passengers. The air transportation companies have developed this means of travel."

"Buses are everywhere in Europe and development of this method of transportation is advancing rapidly. Most of the motor bus lines are owned and operated by the railroads in Europe."

New Haven Road Wins Bus Tilt

Danbury, Conn., Sept. 30.—The Public Utilities Commission of Connecticut has granted the New York, New Haven & Hartford Railroad permission to operate a motor bus line between Danbury and Canaan, a distance of 50 miles. The route will form a section of a through line between Danbury and Pittsfield, Mass., in the Berkshire Hills. It will touch New Milford, Torrington and Litchfield in this state.

This territory is already provided with motor bus service, both through and local, and the application of the railroad company, through its motor bus subsidiary, the New England Transportation Company, was bitterly fought by the holders of the existing franchises.

The action of the Public Utilities Commission in granting the railroad company's application is considered as establishing a precedent that if followed in other cases now pending will have the effect of severely crippling, if not of cutting out of business entirely, several existing motor bus lines that have been making heavy inroads into the railroad company's passenger business.

WINS CHARTER FOR FLEET OF BUSES

Columbia, S. C., Sept. 30 (U. T. P. S.).—A charter has been issued to the Carolina Transit Company, which will place a fleet of buses in operation here to supplant the present street railway system, it has been announced. The capital stock of the new concern is \$100,000.

L. W. C. Blalock of Goldville, is president of the company; F. H. Gibbs of Columbia, is vice-president, and Chester Hawkins, also of Columbia, is secretary and treasurer.

Ferry Quits Cold—Trucks to Blame

Olympia, Wash., Sept. 30.—Stress of competition from automobile freight companies, which officials assert has made their operations altogether unprofitable, has led to the Kitsap County Transportation Company giving notice to the State Department of public works that it will discontinue its boat run between Seattle and the towns of Southworth, Harper, South Colby, Colby and Manchester, on Puget Sound.

INTERNATIONAL MOTOR CO. EMPLOYEES TO HOLD ITS ANNUAL OUTING

New York, Sept. 30.—About 150 employees of the general offices of the International Motor Company, manufacturers of Mack buses and trucks, will have their annual outing Saturday at Oakwood Farms, Staten Island.

The entire office force will motor from South Ferry to the farms in several buses from the fleet of city type Macks operated by the Tompkins Bus Corporation on Staten Island. Baseball between the married and single men and a number of athletic contests have been arranged. The department winning the greatest number of events will have possession for one year of the International Cup. The company has donated \$100 for individual prizes for the athletic events.

LUGGAGE ON RUNNING BOARD OF BUSES BARRED

Richmond, Va., Sept. 30 (U. T. P. S.).—Buses operating in South Carolina no longer are allowed to carry luggage on the running board or side of the vehicles, according to an order issued by Samuel McGowan, chief highway commissioner. Although such luggage does not ordinarily protrude from the bus, the strappings used for holding the baggage in place are a menace to other vehicles, it is stated.

Inventor and senior member of the company has been a member of the firm of Shoemaker & Williamson, engaged in the automotive repair business in Freeport for the past six years. He has sold his interest in that concern to R. S. Mensenkamp in order to devote his entire attention to the manufacturing field.

ICE CREAM TRUCKED OVER 130-MILE ROUTE

San Francisco, Sept. 30 (U. T. P. S.).—A six-wheel fast freight truck is now hauling ice cream and milk from Bakersfield to Los Angeles, 130 miles, each night. The trip takes six hours. The body of the truck is cork insulated to preserve the low temperature on the inside. It carries seventy-five cans of milk, besides cakes of ice for cooling purposes. The cool air is circulated by a system controlled by the speed of the truck. The truck has a capacity of six tons.

BUILD SERVICE STATION

Akron, Sept. 30.—The Zeno Brothers, who operate a fleet of seven buses here under the name of the Zeno Transportation Company, are opening a public service station which cost about \$30,000.

Motor Truck Sales Back To Real Activity in Ohio

TOLEDO, Sept. 30.—Indications are that the autumn business in motor trucks in northern Ohio is greatly improved over a year ago. Truck sales were more active here than they have been in any September since the after-the-war boom.

Bus Activities

BUS A WEAPON

Cleveland, O., Sept. 30.—A move to get the Cleveland City Council to submit to a popular vote the question whether or not the Metropolitan Motor Coach Company, which has offered to operate here for a 5-cent fare with 1-cent transfers, shall use Cleveland streets was made by the Cleveland Federation of Labor at a recent meeting. The report of the federation legislative committee calls the motor coach a weapon to use against the Cleveland Street Railway Company to obtain better service and better working conditions for union railway men. The bus company declares that it will use none but union men.

INTERSTATE BUYS ANOTHER

Indianapolis, Ind., Sept. 20.—The John T. Brill Transit Company, which has been operating motor buses between this city and Greenwood, has disposed of its equipment and permit to operate, to the Interstate Public Service Company, an electric traction line, which has been operating between Indianapolis and Louisville, Ky. For several years the latter company has been purchasing all competing bus lines between the two cities and with the acquisition of the Brill concern, the last has been absorbed.

JOINS BUS RANKS

Brownwood, Tex., Sept. 30.—Ed Williams of Lampasas, has started a bus line between Brownwood and Lampasas, making close connection with the Lampasas-Austin bus line at Lampasas. This makes eleven bus lines operating out of Brownwood and with headquarters here.

OLDEST LINE SOLD

Janesville, Wis., Sept. 30.—The oldest established motor bus line in Wisconsin, the Gray Motor Stage Line, running between Janesville and Watertown, was sold to the Milwaukee Electric Railway and Light Company, operators of a number of motor bus routes in southern Wisconsin. Mrs. Irma Bogan Archey, former proprietor, is leaving with her husband for Texas, where they expect to start a bus service connecting Dallas and Houston.

CORCORAN APPOINTED

Wilmington, Del., Sept. 30.—H. P. Corcoran of West Chester, Pa., has been made general superintendent of the routes and equipment of the People's Transportation Corporation, which operates a motor bus system over 200 miles or road in connection with the West Chester Street Railway Company. The company operates out of Wilmington and West Chester and has just established a service from West Chester to Pottstown.

Building trades are active and trucks are going to contractors and supply companies in greater numbers than ever before.

While in the last two years the truck business in the district has not been satisfactory from a sales point or credit soundness, this condition has greatly changed. Truck distributors declare that a much better type of business firm is buying today, and that payments and paper are much improved.

Harry L. Beckwith of the Owen & Graham Company, distributor of G. M. C. trucks, says that September business will be 30 to 40 per cent. ahead of a year ago. "We find," Mr. Beckwith said, "that good, substantial, reliable concerns are buying trucks today. The small trucker represented much of our business a year ago. His business was uncertain and naturally his payments went according to his business."

"The firms we are selling now are the bigger industries who are expanding their equipment or replacing obsolete and worn trucks. This makes a much more desirable type of business and puts the truck industry on a much more sound basis. We find a good active market in used trucks and, unlike passenger department of its sales slumped in price. We are getting more, if anything, for the same type of used truck today than we did a year ago."

Other truck firms were found to bear out the assertions of Mr. Beckwith. The demand for 3½ and 5-ton jobs has greatly increased along with more buying of smaller sizes.

Mason Jones, of the Jones Motor Company, distributor of Federal trucks, has found better conditions and more active buying. Truck buyers, he has noted, are of a better business caliber.

"After the war business expansion ceased," said Mr. Jones; "the truck business was anything but desirable. We in the truck department many times envied the passenger department of their sales success, but today the passenger car salesmen cast a longing eye over to our department now and then."

"Our business is double in heavy duty trucks over last year and the light trucks have also shown big sales gains. We have found an active market for all of our used trucks. We have less than a dozen on hand and all of them are merchantable. Used truck prices are holding firm."

Sees Big Truck Sales

Los Angeles, Cal., Sept. 30.—D. F. Foyer, head of the D. F. Foyer & Son distribution agency for Rugles trucks in Southern California, predicts that the month of October will show the greatest sale of trucks in Los Angeles ever recorded for any monthly period in the city's history.

150 MILE AUTO RACE

Detroit STATE FAIR SPEEDWAY

SUNDAY, OCT. 4

N. A. D. A MEETING IN PROVIDENCE

Lynn M. Shaw and
Other Leaders on Pro-
gram for Today

Providence, R. I., Sept. 30.—The largest meeting of the automotive trade ever held in Rhode Island will open here tomorrow, when the National Automobile Dealers Association will stage a sales congress for all automotive dealers and their employees in this territory. The meeting, which is sponsored by the Rhode Island Automobile Dealers Association, will be held in the Elks Auditorium.

It is confidentially expected that the hall will be filled to its capacity of 1,300 persons. These sales congresses are being held in 125 of the larger cities of the country and are jointly financed to a total cost of about \$50,000 by the National Automobile Chamber of Commerce and the National Automobile Dealers Association.

The speakers announced by the N. A. D. A. are as follows: Lynn M. Shaw, assistant general manager of the N. A. D. A. in direct charge of research studies of dealer business and problems, specializing in used cars and maintenance, will have charge of the meeting; Edward Payton, market analyst of the N. A. D. A.; A. R. Kroh, sales promotion advisor; A. D. A.; H. D. Bullock taking the place of A. C. Faeh who is unable to attend.

TO OPEN NEW BRANCH

Chicago, Sept. 30.—The Gardner Motor Company, Inc., of St. Louis, has leased the second floor of the building at 2001 Michigan Ave. and will conduct a wholesale distribution branch. The Gardner was, until recently, distributed by the Louis Gayler Company.

HENRY FORD'S PLANE as it took off Monday in the Ford Aerial Trophy Flight from Detroit. The ship averaged 98.2 miles an hour, carrying pilot, mechanic and 326 pounds of sand.



International Newsreel Photo.

Advertising

By John Willis Darr

The automotive industry owes its development largely to the progress of engineering, yet mechanical genius alone has not made of it the world's largest industry in the short span of a quarter century.

The pioneers in the business early learned that the ideal state of which Emerson wrote when he immortalized "a better mouse trap, book, or sermon" did not exist in fact in their commercial world, nor does it exist today.

Therefore, one of the most important phases of the automotive industry has been the way in which it has made its own beaten track to the doors of all the world.

And this phase of the industry is advertising.

In addition to being the world's greatest industry, the automotive industry is also the most widely advertised.

So enormous, in fact, are the expenditures in automobile advertising that this single phase of the industry involves the handling and spending of more money a year

than the total capital invested in some of the lesser industries.

Just how this money is being spent will be the subject of discussion in this column.

Advertising is a generic word, and covers a multitude of methods for spreading sales propaganda. These methods, while more or less fixed in the main, are subject to change in detail just as often as the models of cars change.

Automobile advertising furnishes constant printed testimonials to the genius and acumen of the men back of the automobile industry. Through advertising, millions have been educated to better means of transportation. Great businesses have been built, fortunes have been made, for manufacturer, distributor and dealer alike, through the power of automobile advertising. And this important phase of the industry is more important today than ever before.

As an educational factor in converting the public to the use of the motor car, advertising has served its purpose, and it is now being applied as competitive sales ammunition.

It will be the purpose of this column to discuss in a helpful way any and all the various elements in present-day advertising, from the

Automobile Employment Bureau Serves Chicago

CHICAGO, Sept. 30.—One of the most helpful institutions in connection with a trade association is the Automobile Employment Bureau, operated by the Chicago Automobile Trade Association, which recently took possession of enlarged quarters to extend the scope of its work with additional facilities.

Urge Flat Fees For Washington

Seattle, Wash., Sept. 30 (U. T. P. S.).—At a recent meeting the Washington automotive trades, motor passenger and freight transportation companies and the Automobile Club of Washington voted to stand as a unit behind the proposed law which will be reintroduced at a special session of the Legislature, calling for a flat automobile license fee of \$8 for all automobiles and trucks, with a three-cent tax on gasoline.

The conference also opposed the diversion of any fees or license money collected from automobile owners and operators, to any purpose other than enforcement of traffic laws and construction and maintenance of roads.

manufacturers', distributors', dealers', and individual salesmen's viewpoint—the methods and media employed; plans followed, expenditures, quotas, copy, art work, typography—in fact, anything of a helpful and constructive nature will receive its full share of attention.

Contributions will be welcomed. Information regarding some particular campaign of advertising, or any particular part of that campaign is solicited.

All news regarding future advertising plans of any company, or any part of their plans

Employees of all kinds—office, sales, shop, service or labor—are furnished free of charge to either the employer or applicant for a position.

Executives of the automotive industry in Chicago patronize this bureau. It occupies spacious quarters at 2328 South Michigan Avenue, in the heart of the "row," and is especially convenient for the applicants as well as members of the association.

The management, under the direction of F. W. Hacker, has worked out an efficient system, which meets the requirements of the local trade rapidly and accurately. The bureau has scores of applicants for almost every position.

During the year ended September 1, the bureau served more than 1,500 calls for help. Applications for positions were received from more than 2,000 individuals; practically every one was sent to an opening offered by some concern, and about 75 per cent. of the applicants were placed.

as relates to any one of their problems, will be gratefully received.

That material which seems best suited to all the industry will be used and full credit given to its author.

News from agencies handling automotive accounts is invited.

All contributions should be addressed to this column, Automotive Daily News, 25 City Hall Place, New York.

CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B.

5 Touring\$365 Sedan\$995

APPERSON—6-cyl. 120 W. B.

5 Touring\$1,875 Sedan\$2,100

4 Coupe2,050 Brougham1,050

APPERSON—Straight 8-cyl. 130 W. B.

5 Touring\$1,995 Brougham\$2,450

4 Coupe2,450 Brougham2,595

AUBURN—6-cyl. Model 66, 120 W. B.

5 Touring\$1,395 Brougham\$1,595

4 Sport1,495 Sedan1,795

AUBURN—8-cyl. 129 W. B.

4 Roadster\$1,975 Sedan\$2,350

5 Touring1,995 Sedan2,550

5 Brougham2,250

BUICK—6-cyl. Standard Six, 114½ W. B.

5 Touring\$1,150 Sedan1,295

2 Roadster1,125 Coach\$1,195

4 Coupe1,275

BUICK—6-cyl. Master 6, 120 W. B.

5 Roadster\$1,250 Coach\$1,395

5 Touring1,295 Brougham1,495

BUICK—6-cyl. 125 W. B.

4 Roadster\$1,495 Sedan\$1,995

5 Touring1,525 Brougham1,925

4 Coupe1,795 C. Club1,765

CADILLAC—Standard, 132 W. B.

5 Brougham\$2,995 Sedan\$3,195

4 Victoria3,095 Sedan3,295

2 Coupe2,045 Imperial3,435

5 Coach2,995

CADILLAC—8-cyl. Custom, 138 W. B.

5 Phaeton\$3,250 Suburban\$4,285

7 Touring2,250 Imperial4,485

5 Coupe4,000 2 Road(132WB) 3,250

5 Sedan4,150

CASE—Model X, 122 W. B.

5 Touring\$1,595 Victoria\$2,290

2 Roadster1,570 Sedan2,335

5 Suburban2,290

CASE—Model J, I. C. 122 W. B.

5 Touring\$1,885 Suburban\$2,480

3 Roadster1,840 Sedan2,590

5 Sport2,160 Brougham2,590

CASE—Model Y, 132 W. B.

7 Touring\$2,225 Sedan\$2,975

CHANDLER—123 W. B.

5 Touring\$1,495 Roadster\$1,785

7 Touring1,595 Sedan1,490

5 Brougham1,695 Sedan1,595

5 Chevrolet—Superior, 103 W. B.

2 Roadster\$525 Coach\$695

5 Touring525 Sedan775

2 Coupe675

CHRYSLER—6-cyl. 112½ W. B.

5 Touring\$1,395 Sedan\$1,695

5 Coach1,445 Brougham1,865

4 Roadster1,625 Royal Coupe, 1,795

CHRYSLER—6-cyl. 109 W. B.

5 Touring\$1,595 Coach\$1,045

2 Coupe995 Sedan1,095

CLEVELAND—6-cyl. 108½ W. B.

5 Touring\$895 Sedan\$395

CLEVELAND—6-cyl. 115 W. B.

5 Touring\$1,095 Sedan1,295

5 Sport1,245 Sport Sedan, 1,625

5 Coach1,295 Sedan De L., 1,595

CUNNINGHAM—6-cyl. 132 W. B.

4 Touring\$6,150 Sport\$7,400

2 Roadster6,150 Coupe7,600

CUNNINGHAM—6-cyl. 142 W. B.

6 Touring\$6,650 Cabriolet\$8,100

7 Touring6,650 Town Car8,100

6 Limousine8,100

DAVIS—6-cyl. Model 90, 115 W. B.

5 Phaeton\$1,395 Sedan\$1,595

4 Touring1,495 Imp. Sedan1,795

4 Roadster1,495 Spec. Sed. A. 1,795

DAVIS—6-cyl. Model 91, 118 W. B.

5 Phaeton\$1,695 Sedan\$1,895

4 Roadster1,795 Imp. Sedan2,095

DIANA—8-cyl. 125½ W. B.

5 Phaeton\$1,895 Cabriolet\$2,095

5 Roadster1,895 Brougham2,095

5 Sedan1,995 De L. Sedan2,195

Coach De L. 1,895

DODGE BROS.—6-cyl. 116 W. B.

5 Touring\$775 Sedan B. 1,045

5 Spec. Touring, 975 Spec. Sed. B. 1,145

2 Roadsters855 Sedan A. 1,195

2 Spec. R'dsters, 955 Spec. Sed. A. 1,295

2 Coupe Brougham, 960 Sedan A. 1,035

2 Spec. Cpe B. 1,060 Spec. Coach, 1,135

DURANT—4-cyl. 109 W. B.

5 Touring\$810 Sedan1,150

4 Coupe1,090

ELCAR—4-cyl. 116 W. B.

5 Touring\$1,095 Coach\$1,195

5 Sedan1,395

ELCAR—4-cyl. 116 W. B.

5 Touring\$1,295 Coach\$1,395

5 Sedan1,595

ELCAR—8-cyl. 127 W. B.

5 Touring\$2,165 Coupe\$2,315

7 Touring2,265 Sedan2,265

4 Roadster2,315 Brougham2,565

7 Sedan2,765

ESSEX—6-cyl. 110½ W. B.

5 Touring\$795 Coach\$795

FLINT—6-cyl. Model 40, 115 W. B.

5 Touring\$1,185 Coach De L. 1,120

5 Brougham1,575 Coach1,040

5 Sedan1,495

FLINT—6-cyl. Model 55, 120 W. B.

5 Touring\$1,595 Coupe\$2,195

7 Touring1,795 Sedan2,285

4 Roadster1,950 Brougham2,485

Spec. Touring, 2,050 Sedan2,750

FORD—4-cyl. Model T, 100 W. B.

(With starter and demountable rims. Bal-

loon tire equipment \$25 extra)

2 Roadster\$345 Tudor Sedan\$580

5 Touring375 Fordor Sedan660

2 Coupe529

FRANKLIN—6-cyl. Model 11-A 119 W. B.

3 Roadster\$2,750 Sport Sedan, \$3,225

5 Touring2,635 Limousine3,275

2 Coupe2,700 Cabriolet4,400

5 Sedan2,090

GARDNER—6-cyl. 117 W. B.

5 Touring\$1,395 Cabriolet\$1,845

5 Sedan1,595 Spec. Sedan, 2,295

GARDNER—8-cyl. 125 W. B.

5 Touring\$1,995 Cabriolet\$2,245

5 Sedan1,995 Spec. Sedan, 2,295

GRAY—4-cyl. Model O, 104 W. B.

5 Touring\$895 Sedan\$845

5 Coupe825 Royal Sedan975

HUDSON—Super Six, 127½ W. B.

7 Phaeton\$1,250 Sedan\$1,695

5 Coach1,195 Brougham1,495

HUPMOBILE—4-cyl. Model R, 115 W. B.

2 Roadster\$1,225 Coupe\$1,350

5 Touring1,225 Sedan1,375

HUPMOBILE—8-cyl. Model E, 118½ W. B.

5 Touring\$1,795 Coupe\$2,095

4 Roadster1,590 Sedan2,095

4 Roadster1,895 Sedan2,195

JEWETT—6-cyl. 115 W. B.

5 Touring\$1,320 De L. Coach\$1,400

4 Roadster1,590 Sedan1,680

5 Coach1,245

JORDAN—8-cyl. 125½ W. B.

5 Touring2,275 Sedan\$2,675

5 Brougham2,575 Sedan2,925

JORDAN—8-cyl. 116 W. B.

2 Roadster\$1,695 Sedan\$1,845

KISSEL—6-cyl. Model 55, 121 W. B.

5 Phaeton\$1,785 Sedan\$1,995

7 Touring1,895 Enc. Speedster, 2,585

4 Tourist1,985 Coupe2,485

2 Speedster2,085 Victoria2,485

4 Speedster2,185 Sedan3,285

5 Brougham2,485 Berline3,385

KISSEL—8-cyl. 137 W. B.

7 Sedan\$3,085 Berline\$3,185

LINCOLN—8-cyl. 136 W. B.

7 Touring\$4,000 Sedan\$4,800

2 Roadster4,000 Sedan4,900

4 Phaeton4,000 Sedan5,100

5 Coupe4,600 Limousine5,300

LOCOMOBILE—6-cyl. "48," 142 W. B.

4 Touring\$7,460 Limousine\$9,500

7 Touring7,460 Enc. Lim. sine 10,050

5 Victoria10,050 Cabriolet1

Maintenance Company Takes Care Of Night Service for Dealers

Plan Saves Money For Members

St. Louis Dealers Avoid Night Calls, But Get Jobs

A GROUP of the largest automobile dealers in St. Louis has been enabled to do away entirely with their emergency, night, holiday and Sunday service departments through the co-operation of the Nelson Motor Car Maintenance Company, which has established a system called the "Nelson plan," whereby these service calls for a large number of dealers are taken care of by the Nelson organization.

The system is so devised that the dealers' shops get all the major repair and service work, to be done during regular daylight hours, while the Nelson Company takes care of all minor road service at a reasonable charge to the car owner. To date the plan has worked very well, owners get prompt and efficient service and the dealers no longer required to maintain a night, holiday and Sunday force, which has usually been done in the past at a loss. Here is the way the plan works:—

Has Complete Equipment

The Nelson Motor Car Maintenance Company has offices and shops in the heart of the automobile district in St. Louis. At these headquarters are maintained several large wrecking trucks, completely outfitted with cranes, towing dollies, tow ropes, tools, and all the wrecking paraphernalia that is necessary to handle smash-up.

There is also stationed here a set of cars, manned by good trouble shooters, for answering all night service calls. Other cars are located at various substations in outlying districts, so that no time shall be lost in responding to road calls on distant highways.

Each of the automobile dealers party to the arrangement places in the city telephone directory, and in all his advertising, the telephone number of the Nelson Company—Bomont 3370—for night, holiday and Sunday emergency service. The Nelson company maintains a switchboard and operator, with six trunk lines connecting.

Quote Nelson Number

The Buick owner, whose car has been wrecked in a night, Sunday or holiday accident, for instance, looks in the telephone book for the Vesper-Buick Company, or, perhaps, for the name of his neighborhood Buick dealer, where he has been in the habit of taking his car for maintenance work. He finds the number for night and similar service, Bomont 3370, which is really the Nelson Company's number, though he is not aware of it. A Nelson wrecking truck is immediately dispatched on the call, and soon tows the wrecked car to the Buick dealer at whose shop the owner wants the car repaired. The watchman at that shop lets the Nelson operatives bring the car in, and the next day the dealer's mechanics get busy.

If it is but a quick service road call, for carburetor adjustment, or some slight engine trouble, or any of the minor ailments that a "trouble shooter" soon discovers and remedies, one of the trouble cars is sent flying out on the call from the nearest Nelson station, and the owner is soon on his way rejoicing. The telephone

Here is an interesting account of a service plan started in St. Louis. By its operation, dealers are spared the expense of maintaining night and holiday emergency forces and yet their owners are assured of quick road aid when in trouble. Not only that, but the dealers get the profitable big repair jobs to do in the daytime. You'll want to read how this is working out.

operator at the Nelson switchboard is very careful to get the details of every call, so as to know just what kind of service is wanted.

Now, as to the charges for this work: If it is a wreck, and a straight wrecking and towing job, the charge is so much an hour for the service of the Nelson wrecking crew up to the time of delivery of the car to the dealer designated by the owner. If a quick road service job, a fair charge is made for the time of the operator and car, and the work he does on the owner's machine. The car owner pays these charges direct to the Nelson company.

Calls Reported to Dealer

A complete check is given each automobile dealer using this service, however, for the Nelson company sends duplicates every day of every call and every charge made against regular customers of each dealer in the service. For instance, on the morning after a wreck such as mentioned above, if the wrecked car was towed to the Vesper Buick shops, that company would receive a statement from the Nelson offices that "John Smith's Buick touring car, No. 314-411, was towed to your shops last night, for which we charged him \$22.50." Or, if it was a road adjustment, the statement would show the owner's name and license, the work done by the Nelson operative, and the charge made against the car owner.

The success of this kind of service depends very much, of course, on the integrity and sincerity of purpose of the company rendering it, and fortunately, the Nelson Company has the right idea, and gives to St. Louis car owners of many makes of cars a service beyond any that a single dealer could maintain. Response to emergency calls is swift, expert mechanics and wrecking operatives are employed, and the charges to car owners are fair and reasonable.

The dealers get all the major repair work to be done during regular working hours. Overtime rates, which always go hand-in-hand with emergency service, are done away with in so far as each dealer is concerned.

PAINTS CAR UP WITH SPECIAL SIGNS

The Willys-Overland branch, St. Louis, in a new advertising stunt, has covered one of its four-cylinder, two-door Overland sedans with signs reading, "Room to Stretch," "Proven Economy," "Rear Gas Tank," "Sliding Gear Transmission," "Power to Spare," "Four Hinges on Doors," "Comfort for Five," "Chrome - Vanadium Springs" and "Satin Duco Finish."

It is said that the car thus decorated has attracted a good deal of attention, and that the manner of putting the signs on the car does not injure the Duco finish in any way.

Merchandising ideas that have helped others will help you.

Exploits Unique Trade Mark

Winslow B. Felix, Chevrolet dealer, Los Angeles, has adopted the comic character of Felix, the black cat, as a sort of trade mark, and so extensively has he featured it that a black cat is almost synonymous in Los Angeles for a Chevrolet.

A visit to Mr. Felix's establishment would almost make one believe that he was in the studio of Pat Sullivan, the cartoonist, who first made these cartoons so familiar in every part of the country. But Mr. Felix has gone him one better, for it is "Felix" who talks to customers!

For instance, in the service department Felix is painted on the wall to tell folks the merits of the Felix service and to state emphatically that the customer must be pleased or it's no trade! Or, if you are looking for the parts and accessories department in the back of the garage, a life-sized "Felix" again on the wall points the way. This "cat," with such a good sense of humor that he makes friends, is truly this dealer's double.

Another instance of "Felix's" friendliness with the public was during the dull summer months, when, for a certain advertised period, he was willing to go home with every caller in the shape of a souvenir black cat. Of course, after that, Chevrolet owners sported their mascot, Felix, and further advertised Mr. Winslow Felix as far and wide as the touring vacationist is apt to travel.

LUCKY COIN GIVES CREDIT ON CAR

The Mohen & Amidon Sales Corporation, Hupmobile, Hudson and Essex dealers, Hartford, Conn., have circulated a large number of lucky pieces made of aluminum in the center of which there is secured a new, bright penny. On the front side of the luck piece there is a horseshoe and a four-leaf clover surrounded with the words, "Keep Me and You Will Have Good Luck."

On the reverse side is the company's name and address and also the following: "Good for \$10 on New or Used Car." The management says that good results have been obtained with the scheme.

Proves Good Ad



**You Are Hereby
Notified That The**

ESSEX COACH

will be delivered
to your door for

\$866

Easy terms if desired

ALLING & MILES
Incorporated
82 Stone St., Rochester, N. Y.
Phone Stone 2537

ATTACHED to parked cars, these cards proved effective advertising for Alling & Miles, Hudson-Essex dealer, Rochester, N. Y.

Tire Dealer Makes Friends by Service



ONE OF THE LEADING tire establishments of Connecticut is the Tire Shop, New Haven. The picture shows the firm's attractive headquarters with its personnel grouped in front. This dealer has won many new customers by his day and night service for stranded drivers. He has three trucks which are always ready to answer calls and remedy tire trouble for a nominal charge.

Says Cooperation With Distributor Aids Dealer

CAR dealers in small towns, served by distributors in larger communities, often feel that the latter get the best of it. This view is not justified by the experience of Robert J. Taylor, Hudson-Essex dealer, Caldwell, N. J. He thinks that distributors, on the whole, are constantly on the alert to look after the best interests of their dealers, and that cooperation between the two is essential to the retailer's business success.

"Several dealers that I know," says Mr. Taylor, "are under the impression that the distributor gets all the cream. I do not think so. I honestly believe that the distributor does and always is doing everything he possibly can to co-operate with the dealers under his direct jurisdiction."

"Of course, there are times when the dealer, probably not being able to secure cars just when he may need them most, or as rapidly as he might have thought he should, thinks, and possibly rightly so, that he has a grievance against the distributor. But, fortunately, these cases are few and far between. In my opinion, the distributor acts as a sort of watchdog of the

dealers' business. He is in constant touch with his dealers, and has undoubtedly made an extensive study of each individual dealer's local conditions."

"Then again the question crops up as to whether or not the dealer would rather work under direct factory supervision or under a working agreement with a distributor. Personally, I prefer the latter."

"Co-operation of the right sort between the distributor and the dealer means the existence of far more harmonious relations among the various other dealers handling the same make of car in the same state or territory. By that I mean that dealers are in a position to better help one another to their own mutual benefit."

"Finally, I know of nothing more vital to the success of the average dealer than close and harmonious co-operation on the part of the distributor. But it is to be understood that it is strictly up to the dealer himself to assume his share of the burden, thereby paving the way for more amicable relations on the part of both the distributor and the dealer."

ENABLES DEALERS TO CO-OPERATE

In starting its national advertising campaign on the Junior Eight, the Locomobile Company of America, Bridgeport, Conn., is sending to dealers reprints of the ads that will be run in magazines of country-wide circulation.

The first of these ads depicts on one side the models in the Junior Eight line, giving the f. o. b. prices underneath each in large type. Alongside is a broad column of text setting forth salient points about the cars.

By having these reprints in advance, dealers are enabled to make preparations so that they can co-operate locally with this advertising.

CAR COVERED WITH SIGNS

The Union Chevrolet Company, Memphis, has worked out a stunt to center attention upon one of its cars. A coupe was completely covered with lithographs supplied for advertising purposes. The pasted-up car was driven about the city and attracted unusual attention.

STAGES DOLLAR SALES OF ACCESSORIES

"Dollar Week," during which all stores of the Western Auto Supply Company sell motor accessories specially priced at one dollar, is a semi-annual event, according to A. S. Conley, manager of the company's Olympia, Wash., store.

Items placed on sale during "Dollar Week" are taken from the regular stocks of merchandise, which gives the customer assurance of receiving first class merchandise, according to Conley, who added that the sale has proved extremely popular with motorists.

PICTURES SENT OUT

The Graham-Merrin Company of Memphis has had a "Fordograph Album" prepared by an advertising agency there. It is of pamphlet size and is a compilation of the series of novel personality advertisements recently run by the firm in a Memphis newspaper. Each member of the Graham-Merrin organization has his photo published in the booklet, set off by a cleverly caricatured body.

Personal Paragraphs

Des Moines, Ia., Sept. 30.—E. H. Ettinger, for the past three years connected with the Alemite Lubricator Company of this city, was recently promoted to assistant manager in charge of sales for the Alemite Lubricator Company of Wisconsin, a factory branch of the Bassick Manufacturing Company at Milwaukee.

Oakland, Cal., Sept. 30 (U. T. P. S.).—Frank Sanford, formerly manager of the Howard Automobile Company, Bulck representative in Oakland, has resigned to become president and general manager of the Trailer and Truck Equipment Company of the Pacific Coast, with headquarters in San Francisco. Offices also will be maintained in Oakland.

St. Louis, Sept. 30 (U. T. P. S.).—L. A. Harris, for the past five years vice-president and treasurer of the American Automobile Insurance Company, has been elected president. He is a St. Louisan and received his early training in local public utilities companies. During the war he was chief auditor of the Emergency Fleet Corporation in Washington.

Chicago, Sept. 30.—H. A. Wehmeier, vice-president and general manager of Community Motors, Inc., Oakland distributors, announces the appointment of Lester Rich as retail sales manager of the store on the "Row" at 2426 Michigan Ave. Mr. Rich was formerly in a similar position with the Bird-Sykes Company.

Memphis, Tenn., Sept. 30.—M. R. McElroy has been promoted to office manager at the Chevrolet Motor Company's zone headquarters in the Shrine Building.

Los Angeles, Sept. 30.—W. E. Thomas, manager of service and the used car department of the Lord Motor Car Company, is spending a ten days' vacation at Seattle.

Chicago, Sept. 30.—H. C. Gordee, who operates the Austin Motor Company, suburban Chrysler dealer, gave a band concert in his salesroom to 150 friends a fortnight ago. The Austin band was organized by Mr. Gordee two years ago as a community organization, and during the summer months it played concerts about the streets of the suburb.

Oakland, Cal., Sept. 30.—Frank Cary, for seven years manager of the Chanslor Lyon branch here, has been elected to the board of directors of his organization, which is engaged in accessory jobbing on the Pacific Coast.

Brownwood, Tex., Sept. 30.—W. C. Tollison, owner of the City Auto Bus Lines, had his leg broken when a car he was driving collided with another car.

Evansville, Ind., Sept. 30.—Robert E. Hunter, president of the Tri-State Motors Corporation, holders of the local Marmon, Jordan and Oakland car and White truck franchises, has returned from Indianapolis, where negotiations were opened for disposal of the franchises. Mr. Hunter recently announced his retirement from the automobile merchandising field, to devote his complete attention to other interests.

Kansas City, Sept. 30.—Carleton Robb has resigned as executive secretary of the Automotive Trades Association of Kansas City and will leave in a few days for Oklahoma City, Okla., to become sales manager of an automobile accessories company.

Hartford, Conn., Sept. 30.—H. W. Smith, treasurer of the Harrington Hudson Company, Hudson and Essex distributor, is again at his desk after an absence of several weeks, during which he underwent an operation for appendicitis and another for an intestinal disturbance.

Out on the Coast

By John C. Wetmore

Los Angeles, Sept. 30.—Reminiscing is an old man's besetting



sin. I see it has come to Barney Oldfield. In reading his old time recollections in the Saturday Evening Post I find that with him the malady is proving a most interesting disease to those of us delighting to be

put wiser to the old times of the automobile. As a matter of fact, Oldfield told in his first article a whole lot of ancient history that even this old timer had not heard.

To some of the events in his early days of his motor racing career I happened to be a witness, particularly that race at Ormond in 1905, when he beat W. K. Vanderbilt in his Mercedes, who the year before had set the automobile world agog with a straightaway mile in 39 seconds on this famous Florida beach course.

If I recollect aright, on that occasion Barney, in the Winton Bullet, scored the first important victory credited to an American car in the first three years of Ormond-Daytona racing. It brought great joy to Sam Miles and me, who were judges at the finish to see the Bullet evolve from the thick fog before Willie K. emerged. Barney really beat Willie by that old trick of his of jumping away from the mark on a fast instead of a slow moving start, which he refers to in his memoirs as having first been practiced by him with "999" when he first beat Winton and the Bullet on a dirt horse track.

Later on in his story Barney tells how that in his first dirt track race with "999" he made his first try-out of his famous skid at the turn trick of steering with the skid and then abruptly straightening out his car for the rush down the homestretch.

How well I remember his first pulling this trick for New Yorkers at the Empire City track with "999," how we all held our breath as he struck the last turn, how we lost him in a cloud of dust, and the thrill we got when he emerged from it in safety and sped down the homestretch to a glorious finish in 59 3-5 seconds, beating his former world's dirt track record made at Indianapolis.

Incidentally in those days racing at Empire City Track was managed by Alfred Reeves for its owner, James Butler, chain grocery-store millionaire. At that time Reeves followed the trotting game as secretary of the New York Speedway Association. I think it was following his Empire City management that Al managed for Dave Hennen Morris and his brother the big automobile meets on the Morris Park mile-and-a-half running course.

These, though, were only brief horse and auto racing departures for Al before he became manager of Henry Ford's independent body, the American Motor Car Manufacturers' Association, and later the Licensed Association of Automobile Makers, until Ford's final win in his Selden patent appeal, when it became the National Automobile Chamber of Commerce. All of this race promoting time Reeves was editing the automobile column of the Evening Mail or that of the Globe, so that he was never separated from motor cars altogether.

Bankruptcies

Lawrence, Mass., Sept. 30.—A voluntary petition in bankruptcy has been filed in Federal Court by William J. Morton and Rollin E. Morton, doing business here as the Morton Motor Equipment Company. Liabilities are given as \$39,709, with no assets.

Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 224 East Market St., Greensboro, N. C.

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

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SITUATION WANTED—MALE

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find new connection without loss of time yourself.

Dealer Doings

Jersey City, N. J., Sept. 28.—The Quality Motor Car Company has entered business as dealers in Gardner sixes and eights, at 3029 Hudson County Blvd. P. A. Ritsick, coal operator of Hazleton, Pa., heads the organization, and its general manager is Joseph R. Harris, who has been associated for the past four years with the Stanley Automobile firm here. In addition to the Gardner passenger car, the Quality Company will handle a line of steam trucks and buses put out by the Steam Vehicle Corporation of America.

Des Moines, Ia., Sept. 30.—The C. E. Cochran Motor Company, recently appointed Ford dealers for East Des Moines, has opened its sales room at 1737-1739 East Grand Ave. Mr. Cochran, owner and manager, was formerly in the Ford business at Wetumka, Okla. The personnel of the company is made up of Des Moines men, with the exception of Roy B. McKanna, service manager, who comes here from Oklahoma City.

Schaumburg, Ill., Sept. 30.—Emil Becker has opened a Dodge car dealership in the Meusching Building, and, in addition, will maintain a repair and accessory stock.

Malvern, Ark., Sept. 30.—The 505 Service Station, owned by C. W. Hardwick and Sanford McMillan, has taken the Star dealership in this territory.

Elmira, N. Y., Sept. 28.—The Chemung Motor Company, Jackson R. Shoemaker, president, is now handling the Federal Knight truck.

Improvements

Danbury, Conn., Sept. 30.—Harold D. Van Houten, representative of Overland and Willys-Knight cars, has begun the construction of a building near the corner of West Street and Terrace Place for occupancy by his business.

Portland, Ore., Sept. 30 (U. T. P. S.).—An additional 2,500 feet of floor space for auto truck parts is being added by the Hodes Wrecking Company.

Wheatland, Ill., Sept. 30.—The Wheaton Auto Sales, Inc., has purchased the site at Front Street and Wheaton Avenue and will open a Ford sales and service station there after extensive remodeling. The company plans a garage and repair department and will establish a Sinclair filling station.

Topeka, Kan., Sept. 30.—The International Harvester Company branch at Topeka is constructing a \$20,000 building at 109 North Kansas Ave. to be devoted exclusively to the show and storage of trucks and motorized farm machinery.

Alliance, O., Sept. 30.—Without a single rivet in its structure, the new two-story building of the Peerless Auto Sales Company of Canton is nearing completion. Electric arc welding has been employed in joining the steel work.

Brickeys, Ark., Sept. 30.—Carter Brothers have completed and occupied a new building for their garage and Ford service station, following a fire which wiped out the business section.

INCORPORATIONS

Raleigh, N. C., Sept. 30.—New incorporations in North Carolina include:—

Buchanan Motor Company, Roper; \$50,000; general garage business; J. W. Buchanan and A. E. Brothers, both of Roper, and W. G. Gaither of Elizabeth City.

Hi-Way Service, Smithfield; \$10,000; to engage in gas, oil and accessory business; J. R. Johnson, Alice Johnson and Hallie Johnson. Rex Motor Company, New Bern; \$100,000; to engage in general sales and repair business; Rex Willis, J. V. Blades and A. M. Stenger.

Blue Star Bus Line, High Point; \$50,000; J. Marvin Farlow, Addie Aycock and A. E. Farlow. Federal Oil Company, Clayton; \$60,000; subscribed by H. G. Pope and R. W. Sanders, both of Clayton, and J. H. Foster of Greensboro.

Olympia, Wash., Sept. 30.—New incorporations in Washington include:—

Nagelvoort Stearns Cadillac Company, Seattle; \$100,000; Floris Nagelvoort and Sam D. Stearns.

Washington-Oklahoma Oil and Gas Company, Olympia; \$99,900; Jacob Khuehman and L. J. Sticklin.

Salem, Ore., Sept. 30.—New Oregon incorporations include:—

Schoppe & Huggins Auto Service, Portland; \$45,000; Harry W. Schoppe, William Higgins and Mary Higgins.

Pierce-Harrison Company, Medford; C. H. Pierce, N. H. Harrison and W. W. Allen.

Oregon Auto Company, 147 North Commercial Street, Salem; \$50,000; automobiles; A. C. Bohrnstedt and others.

Columbus, O., Sept. 30 (U. T. P. S.).—New Ohio incorporations are:—

Wheeler Reo Sales Company, Barborton; \$20,000; to deal in autos, trucks, parts and accessories; Charles H. Wheeler, Mary A. Wheeler, Augustus D. Wheeler, J. W. Predmore and W. H. Crawford.

Patterson Parts Company, 115 E. 8th St., Cincinnati; \$25,000; to deal in autos, parts and accessories; Harry J. and Nadia J. Patterson, Florence and W. B. Cunningham and Richard Remke.

Albany, N. Y., Sept. 29.—Automotive concerns incorporated in New York state are:—

Merit Service Co., Inc., Brooklyn; \$20,000; garage; care M. F. Flaherty, 670 East 39th St.

Stratford Garage Corporation, Queens Borough, New York; \$25,000; garage; care George W. Curry, 58 Ithaca St., Elmhurst, L. I. Criterion Garage, Inc., New York; \$20,000; garage; care S. I. Zuckerman, 350 Broadway.

Hastings-Mullen Corporation, Jamaica, L. I.; \$25,000; garage; care William H. Hastings, 6 Hillside Court.

Norman & Russell St. Corporation, New York; \$25,000; automobiles; care S. Winberger, 342 Madison Ave.

F. & S. Motor Company, Gloversville, \$20,000; automobiles; care W. J. Stubbing.

Indianapolis, Sept. 28.—New Indiana incorporations are:—

Hargan Motor Co., New Albany; \$75,000; automobiles; old concern.

The Great States Corporation, Richmond; \$20,000; automobile accessories; old concern.